



Simon Hunt, Director, Product Management & Analytics, New Data and Digital Business Models, BMW of North America, LLC

Simon heads the Product Management team at the BMW Technology office in Chicago. The group focuses on enhancing the Mobility experience for BMW owners and drivers, allowing them to bring their personalized digital experience into the car and beyond. Key touchpoints to the experience include a iOS and Android smartphone app, wearables, IPAs and in-car features but a central part of the service is the Open Mobility Cloud which applies Machine Learning and Personalization as well as integration with partner services.

Prior to working at BMW, Simon headed up Consumer Insights and Engagement for Xpress Browser Services at Microsoft and Nokia. The service was built up from scratch to support 100M monthly users on Nokia handsets across the world, providing both browsing and personalized recommendations. Nokia acquired the technology for the cloud based browser from Novarra, a 10 year startup where Simon held the position of CTO. Simon holds multiple patents related to distributed browsing technology and user experience.