

## BIOGRAPHY - KATARINA BRUD

Katarina Brud heads MobilityXlab, a collaboration hub that provides a dynamic ecosystem where emerging companies together with global corporations accelerate global innovation for the future of mobility, improving the world of tomorrow.

After pursuing an education in International Economics and Political Science from Jönköping International Business School (Pol Mag 2005), Katarina gained bilateral work experiences from working in the US as a diplomat trainee at the Embassy of Sweden to the US in Washington D.C. and the Swedish-American Chamber of Commerce in Mississippi. Returning to Sweden in 2007 she continued her career supporting and coaching startups for McKinsey & Company's business plan competition – Venture Cup. In 2010 she joined Hult International Business School in London, building corporate relations in Europe as well as supporting the arrangements of the Hult Prize. Previous to joining MobilityXlab she worked with digitalization and marketing strategy for Maersk Line in Scandinavia. With experience from larger corporations as well as the startup scene, she is now passionate about merging these two worlds together. Alongside her work Katarina is also an Executive MBA student at the School of Business, Economics and Law (SBEL) at the University of Gothenburg.

MobilityXlab accelerates global innovation based on Swedish collaboration culture. MobilityXlab offers young companies with pioneering ideas within mobility and connectivity the opportunity to access the network and accelerate through a strategic partnership with the six founding companies. MobilityXlab is founded by leading Swedish firms, CEVT, Ericsson, Polestar, Volvo Cars, Volvo Group, Veoneer & Zenseact, and hosted by Lindholmen Science Park. These partners have all joined to be the global game changers within the field of future mobility. We believe that together with emerging companies we can co-create solutions that develop into successful innovations delivering products and services fit for the next generation, for a better tomorrow.