



Bosch in North America Names Leadership Team for New Cross-Domain Computing Solutions Division

Tim Frasier named regional president, Kay Stepper and Stefan Buerkle to senior leadership roles

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- ▶ New Bosch Cross-Domain Computing Solutions division brings together software and electronics expertise across Bosch Mobility Solutions
- ▶ Tim Frasier to oversee North American operations for Cross-Domain Computing Solutions and lead Advanced Network Solutions business area
- ▶ Kay Stepper to lead system engineering as well as Automated Driving and Driver Assistance
- ▶ Stefan Buerkle to lead sales as well as Connected Information Solutions

Farmington Hills, Mich. – Software and electronics are driving major changes in vehicles and vehicle architecture. Last year, [Bosch announced it was bringing together its expertise in software and electronics in a new division](#), Cross-Domain Computing Solutions, which began operation in January 2021. Today, Bosch in North America announces the leadership for Cross-Domain Computing Solutions in North America, led by Tim Frasier as regional president.

The Cross-Domain Computing Solutions division means Bosch customers receive electronics system expertise and the requisite software from a single source. Software, electrical, and electronics engineers from the areas of driver assistance, automated driving, car multimedia, powertrain, and body electronics make up the new division, which also brings together hardware and software engineering for vehicle computers, sensors, and control units for all vehicle domains.

Frasier heads up experienced leadership team

Frasier, who has held numerous management positions at Bosch in areas of hybrid vehicle technology, powertrain, and body and chassis electronic teams, has been named regional president for Cross-Domain Computing Solutions in North America. In addition to overseeing operations of the new division in North America, Frasier will directly lead the Advanced Network Solutions area of the business.

Most recently, Frasier served as regional president of Automotive Electronics for Bosch in North America, where he was responsible for engineering, manufacturing and sales activities in North America for the Automotive Electronics business. Frasier's responsibilities included business areas beyond automotive with oversight of North American business activities in consumer electronics with Bosch Sensortec and light e-mobility with Bosch eBike Systems.

"Over the course of an impressive 25-year career with Bosch, Tim has continually distinguished himself as a leader personally invested in the success of Bosch associates and the business," said Mike Mansuetti, president of Bosch in North America. "The creation of the Cross-Domain Computing Solutions division is a significant endeavor for Bosch, and a necessary one as pioneers in automotive electronics to expand our leadership in the digitization of vehicles."

Dr. Kay Stepper and Stefan Buerkle will also assume leadership roles within the Cross-Domain Computing Solutions division.

Dr. Stepper will serve as senior vice president, system engineering and lead the Automated Driving and Driver Assistance business. He was previously senior vice president of engineering for the Chassis System Control division and head of the regional business unit Driver Assistance and Automated Driving at Bosch in North America.

Since joining Bosch in 1996, Stepper has held a series of business leadership and management positions in engineering, research, product development and marketing in both the U.S. and in Germany. He is frequently turned to as an expert by leading media outlets and industry associations on topics such as automated driving, advanced driver assistance systems, crash avoidance systems and consumer education on vehicle safety. He has also provided [expert testimony](#) to government entities including the U.S. Congress.

Buerkle will serve as senior vice president, customer accounts and will lead the Connected Information Solutions business. He most recently served as regional president of Car Multimedia for Bosch in North America.

Previously, Buerkle held global sales positions in the United States and Germany. He has extensive experience leading cross-functional global customer sales teams, including developing a global customer strategy to drive sales growth and guiding product innovation. In 2018, Buerkle led the Bosch Car Multimedia customer team that was [recognized by General Motors for performance, quality, and innovation as a GM Supplier of the Year](#).

Market for software to grow

The implementation of Bosch's Cross-Domain Computing Solutions division, which includes 17,000 associates globally, comes at a time when the market for software-intensive electronic systems is on pace to thrive, with growth of 15 percent annually expected through 2030. Bosch's expertise in both software and electronics development and four decades of experience developing vehicle software in-house uniquely positions the company to pave the way for the future of automotive electronic architecture.

In the future, the Cross-Domain Computing Solutions division will develop the software for vehicle functions like park-assist, lane-keeping support systems and navigation as well as the software on which vehicle computers and control units are based. This will result in a faster release of new functions delivered to users through software updates.

Vehicle computers are central to Bosch's efforts to extend its leading role in software-intensive electronic systems. The company recently announced that since the summer of 2020 alone, [Bosch has won orders worth three billion for its vehicle computers](#).

Additional information:

[The market of the future: Bosch wins orders worth billions for vehicle computers](#)
[Bosch pools its software and electronics expertise in one division with 17,000 associates](#)
[Facts about automotive software and electronics](#)

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Bosch at CES 2021:

- **VIRTUAL PRESS CONFERENCE: Monday, January 11, 2021**, from 8:00 to 8:30 EST (14:00–14:30 CET) with Dr. Michael Bolle, Bosch CTO, CDO, and management board member, and Mike Mansuetti, president of Bosch North America, at the [Bosch Media Service](#).
- **VIRTUAL BOOTH: January 12 – February 15, 2021**, at www.ces.tech
- **FOLLOW** the Bosch CES 2021 highlights on Twitter: [#BoschCES](#)
- **DEEP-DIVE SESSIONS WITH BOSCH-EXPERTS: January 12 – February 15, 2021**, at www.ces.tech

- *Sustainable #LikeABosch: How a key global industry player drives carbon neutrality at its sites with **Torsten Kallweit**, Head of Corporate Office Health, Safety, Environmental and Fire Protection as well as Sustainability and Manager CTO Bosch Climate Solutions GmbH, and **Annette Wagner**, Head of Sustainability and Ideas Lab*
- *Move #LikeABosch: Technology for sustainable future mobility with **Mike Mansuetti**, President of Bosch North America, and **Tim Frasier**, Regional President Cross-Domain Computing Solutions North America*
- *Artificial intelligence in use: Application examples from the fields of fitness tracking and well-being to smart cameras with **Kaustubh Gandhi**, Senior Product Manager, and **Sina Isabell Springer**, Business Development Manager*
- *Perfectly keyless advanced with **Tim Frasier**, Regional President Cross-Domain Computing Solutions North America, **Daniel Kornek**, Head of Product Area Vehicle Access (Perfectly Keyless), and **Jia Hou**, Business Development Manager*

Having established a regional presence in 1906 in North America, the Bosch Group employs 35,400 associates in more than 100 locations, as of December 31, 2019. In 2019 Bosch generated consolidated sales of \$14.4 billion in the U.S., Canada and Mexico. For more information, visit www.bosch.us, www.bosch.ca and www.bosch.mx.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 400,000 associates worldwide (as of December 31, 2019). The company generated sales of 77.7 billion euros in 2019. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. Bosch employs some 72,600 associates in research and development at 126 locations across the globe, as well as roughly 30,000 software engineers.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The remaining shares are held by the Bosch family, by a corporation owned by the family, and by Robert Bosch GmbH. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com, [www.twitter.com/BoschPresse](https://twitter.com/BoschPresse).

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