

## **Marques McCammon**

**General Manager, Connected Vehicle Solutions**

*Wind River, an Intel Company*



From safety systems to in-car entertainment to autonomous driving capabilities, software is changing the very nature of the automobile. This fundamental shift has created demand for a new style of leadership, executives who are grounded in the traditional auto industry and excited by the emerging world of software-driven, connected vehicles.

Marques McCammon is the prototype of this fresh leadership. He combines two-plus decades of auto industry general management, product development, manufacturing, brand leadership and marketing experience with an intimate knowledge of software-based automotive product development.

His resume includes recognition by *Crain's Detroit Business* as one of 40 young executives making an impact in the Motor City, as well as the following:

- Creating the Dodge SRT-4, crafting the blueprint for Chrysler's SRT moniker and designing the first modern 4-door convertible (the ASC Helios)
- General Manager of the Car & Truck Division for Saleen Performance Vehicles
- Chief Marketing Officer for Aptera Motors
- General Manager of West Coast Operations for ASC (American Specialty Cars)

Today, McCammon is general manager of Wind River's connected car business, where he has profit-and-loss responsibility for auto software products and oversees development of the division's corporate business plans. He also leads business and strategy development for all auto-related merger and acquisition activity in conjunction with Intel and Intel Capital, and directs a global team, including product and program management, engineering and marketing.