

# Jeremy Williams

Railways Consulting, particularly ERTMS, LX and PSD

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## Summary

I am a senior manager of business units, projects, and products in technical industries. My focus is on solving challenges with my team that help people live better lives, while respecting the work/life balance of my team and myself.

Over the course of my 30-year career, I have served international B2B Tier-1 industries in the automotive, transportation, industrial and energy sectors.

I am an innovative self-starter with a history of success in aligning markets, products, and strategies, identifying customer value, and then executing. I am objective, analytic, multi-cultural, reliable, and committed to learning. I have demonstrated ability to work with all levels in companies large and small, as well as their investors. I possess a sound technical understanding of manufacturing and process industry, particularly transport and energy. I value honesty, accuracy, win-wins, always doing one's best, and a positive outlook.

I am always interested in hearing from former colleagues, friends, and customers - feel free to contact me if you'd like to connect.

Some specialties:

Listening to customers; Strategy creation and execution; Marketing and market creation; Cross-functional and virtual team management; Product management (sustaining and pipeline management, beating obsolescence, new product definition and launch); Business and project management (financial, resources, IT, M&A); Contract negotiation and delivery; Communication, external and internal; Speaking English, French and German fluently.

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## Experience

### Chief Consultant

September 2017 - Present

Launchpad 5 is a consultancy company that helps your company grow through aligning your strategy, customers, market, product/service portfolio and lifecycle, and helps put in place the means for growth - people and Investment.

### Project Manager

October 2017 - Present sTraffic is a spin-out of Samsung's transportation division. From road traffic control and automated tolling, to railway signalling and passenger protection, sTraffic provides innovative solutions to make transport easier and safer.

### Chief Sales and Talent Officer

October 2017 - Present

Transurb is a specialised consultancy in the public transportation industry. Our specialities include train simulation, intermodal studies, ERTMS deployment and funding plans, technical training, and IRIS quality certification.

### Marketing Manager, Eastern Hemisphere at T.D. Williamson

October 2013 - February 2017 (3 years 5 months)

TDW is an Oklahoma-based company whose products and services keep oil, gas, chemicals and water pipelines flowing safely.

My responsibilities included – The complete marketing mix for all countries outside the Americas; Localization; Direction of collateral creation, digital marketing; Campaign creation and direction; Trade show support; Internal communication; Commercial strategy introduction; Support of new product planning; Managing budgets and providing ROI; Managing four direct reports and ten correspondents.

### Operational Marketing Manager, ERTMS Solutions at Alstom Transport

March 2012 - September 2013 (1 year 7 months)

Alstom Transportation Information Systems is the world leader in train signalling, trainborne as well as trackside and wayside equipment, and project management.

My responsibilities included – Provision of market, competition and economic insights to support strategy, performance review, and decision making; Development of the leased-rolling-stock market; representation of Alstom within UNIFE ERTMS working group ([www.ertms.net](http://www.ertms.net)) and preparation of the working group brochures and statistics; Development of the marketing mix for Alstom ERTMS (European Rail Traffic Management System) systems.

## **Product Manager, Trackside/Wayside Products at ALSTOM Transport**

**November 2006 - May 2012 (5 years 7 months)**

I was in charge of SIL-4 signalling controllers (TFMs), level crossings, and JADE track circuits worldwide, as well as all trackside products in the Alstom portfolio in Benelux.

My responsibilities included – Management and development of SIL-4 signalling and trackside products; Management of projects, QCD and P&L; Managing 4 direct reports; Developing the product management process and training others; Competition and market studies; Tendering and reference libraries; Product lifecycle management through sustaining of RoHS, standards compliance, obsolescence and supply chain strategies; Provision of marketing collateral and case studies.

## **Country Director / Key Account Manager at Arnold Umformtechnik GmbH & Co. KG**

**October 2003 - October 2006 (3 years 1 month)**

Part of the WÜRTH group, Arnold is a German company that sells high-quality industrial metallic fasteners (screws etc.), which notably help keep your car together.

My responsibilities included – Key account management; Turnover, growth, profit and loss responsibility for these accounts and then for northern France and Benelux; Provision of market insight to the technical team in Germany; Motivation of local sales team of 4 ; Price fixing, offers; Developing the marketing mix including exhibitions.

## **Managing Director**

**January 2002 - October 2003 (1 year 10 months)**

My own company, which I created to help small businesses find new markets, set up product development processes, and launch products.

My responsibilities included – Running a company in compliance with UK and French law; Building commercial networks; Market research and product launch for tire pressure monitoring, RF compliance services and swimming pool safety products.

## **Product Business Manager at TRW Automotive Electronics**

**July 1999 - November 2001 (2 years 5 months)**

TRW (now part of ZF) was a major American Tier-1 automotive supplier and defence contractor, a leader in both automotive safety and satellite technology.

This role was newly created for tire pressure monitoring systems (TPM - TireWatch - "The EnTire System"), which was a new venture for TRW, who also partnered with Michelin.

My responsibilities included – Worldwide responsibility for success of new tyre pressure monitoring system; Interfaces to customers (car manufacturers); Alignment of top management, marketing, engineering and purchasing around the roadmap and development budget; Mentoring of partners and key suppliers, including the Canadian key technology supplier and Michelin; Direction of marketing efforts; Planning, price fixing, tendering and cost control; P&L.

## **Acting Strategic Planning Director at TRW Automotive Electronics**

**December 1998 - July 1999 (8 months)**

As a result of the acquisition of LucasVarity by TRW, this position was created to handle the fusion of the two Automotive Electronics entities into one \$2bn business unit.

My responsibilities included – Providing the arguments for getting the merger approved by the EU General Directorate on Competition; Creating the strategic plan for the new organisation; Coordinating the work of four direct reports.

## **Marketing Manager, Europe Region at TRW Automotive Electronics**

**May 1993 - November 1998 (5 years 7 months)**

This role was within Sales and aimed at strategic planning and marketing. Despite the name, the geographical scope included Asia outside Japan and South America.

My responsibilities included – Marketing and planning for all business units in Europe, S. America and Korea; New product identification and commercialisation; Market insight, business intelligence and competitor watch; Advertising; Strategy development; Forecasting; Due diligence for M&A..

## **Project Engineer at TRW Automotive Electronics**

**May 1990 - May 1993 (3 years 1 month)**

The TRW site at Radolfzell was the European HQ, and the position operated within the new R&D structure ("Generic Engineering Department").

My responsibilities included – Design and prototyping of new automotive electronic and switch products; Customer presentation; Liaison with sites in UK, US, Korea; Management of PC network; FMEAs.

## Electronic Engineer

January 1989 - May 1990 (1 year 5 months)

Pipistrel Systems was a company specialising in vision analysis and display systems for industrial applications.

My responsibilities included – Developing vision analysis systems based on PC hardware; systems integration; electronic design; documentation.

## Production engineer at Racal Avionics

September 1988 - December 1988 (4 months)

RACAL designed and manufactured command and control systems for military aircraft.

My responsibilities included – Industrialisation of a new command system; Supplier quality improvement; Specifying a PC network.

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## Education

University of Cambridge

Diploma, Manufacturing Methods and Management, 1987 - 1988

Lancaster University

BSc, Physics, electronics, 1983 - 1987

Activities and Societies: Christian Union, badminton, chess, bridge, board gaming

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