Hiren Desai the Head of Strategy & Innovation for North America at Continental Automotive Systems.  In this role, he brings Executive and Strategic leadership to innovation, transformation and growth in Automated & Autonomous Driving, Mobility, Robotic last mile/meter delivery systems & Intelligent Infrastructure.  Prior to this, he has held Chief Executive positions in multiple companies including his own.  He leverages his background as a global serial entrepreneur to develop and executes go to market strategies in his area of responsibility.  Hiren is a veteran in Manufacturing and Applications of Industrial Robots, AGV's and intelligent industrial systems.  He is a Mentor/Adviser to Venture Arm @ Continental.  He brings years of experience in experience in rapid commercialization of startups & M&A space.  He established Research Partnerships with Universities and Research Institutions throughout North America.  He Co-founded and operated three Joint Ventures Globally. Hiren utilizes his multidisciplinary talent in incubating, developing and operating businesses.  He serves as an Industry/government advisory board of the Wayne State University CAR lab.  He holds a Masters in Industrial Engineering from Kansas State University with a focus on Artificial Intelligence and Neural Networks.  He co-authored a SAE paper on Laser Ride Height Measurement and Calibration