

JONO ANDERSON



Jono Anderson ("Jono")
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Expertise

- Lead KPMG Partner supporting the Hyundai Motor Group
- Focus on growth & innovation strategy for Fortune 500 companies facing challenging business problems.
- 25+ years in Industrial Manufacturing, Automotive, Aerospace, Defense, Transportation, Technology
- **Growth / M&A / R&D / Innovation** – Helping companies grow via timing / impact / use of disruptive technologies and appropriate R&D investments.
- **Disruption / Clockspeed Dilemma** – Helping companies / industries work together to advance the state of the art in AI / autonomy, mobility, electrification & other technologies.

Experience

- Partner, KPMG LLP
- Lecturer, UC San Diego, Rady Mgmt.
- Partner, PwC Strategy&
- Partner, Booz & Company (formerly Booz Allen Hamilton)
- Researcher, BAE Systems, Inc.
- Scripps Institution of Oceanography

Education

- MBA, UCLA Anderson
- BA, Applied Math, UC San Diego

Key Principles

- Truth, ownership, innovation
- Attitude, integrity, collaboration, trust

Background – Jono Anderson is a Partner at KPMG's Deal Advisory & Strategy and focuses on growth & innovation strategy and driving complex M&A / deals.

Jono has 25+ years of experience helping companies in aerospace & defense / automotive / transportation / technology industries and is a former mathematician and researcher focusing on real-time autonomous systems.

Jono focuses on how Fortune 500 companies can grow / innovate / improve sales via products, services & the use of disruptive technologies to make the appropriate investments & acquisitions in complex strategic / deal situations.

Often, Jono help's companies address the "**Clockspeed Dilemma**" – how companies from different industries work together with different innovation speeds to advance the state of the art in autonomy, mobility, artificial intelligence, electrification & other innovation areas including cross-industry acquisitions.

Prior to joining KPMG, Jono was a Partner at PwC Strategy& / Booz & Company (formerly Booz Allen Hamilton) and before that was a mathematician / researcher at BAE Systems. Before starting his career, Jono was a researcher at UCSD Scripps Institution of Oceanography helping to develop tectonic maps of the ocean sea floor using space-based radar altimetry.

Select examples of strategy assignments (others available by request)

Growth Strategy – Strategies to maximize the full potential of a business

- Developed future retail strategy for top-5 auto OEM
- Developed autonomy, electrification, mobility, and connected car strategy for top-5 auto OEM
- Assessed the market for future autonomous trucking in the United States
- Assessed the market for future mobility as a service and car as a service offerings
- Developed a strategy for a large trucking and logistics company for power sports vehicles
- Assessed the market for recreational boating globally and an M&A strategy to support growth
- Assessed the market for marine chandleries in support of commercial and recreational boating
- Global rotorcraft growth strategy: 20-year forecast of the future helicopter OEM & services
- Commercial aerospace growth strategy: Developed a comprehensive review of the market

Innovation Strategy – Studies to understand market dynamics & competition

- Unmanned systems: Assessed the global market for unmanned aircraft, vehicles, ships, etc.
- Test & measurement capabilities: Assessed the global market across all end-markets
- Assessed R&D capabilities across business units for a large commercial and defense OEM
- Reviewed and developed set of technology roadmaps for large aircraft engines OEM
- Reviewed R&D portfolio and connectivity to product roadmaps for large communications OEM
- Others include: mobile devices, armored cars, ship chandleries, distress signal equipment, radios, beacons, satellites, missiles. boats, yachts, biz jets, short-haul transport, MEMS, etc.

Technology Strategy – Assessments of technologies and innovation portfolios

- Autonomy & automation: Assessed market, competition, and technologies for future systems
- Future urban air mobility and developed a growth forecast by market segment
- Future Navigational Systems: Assessed navigational technologies and new substitutes
- Others include: electrical systems, aluminum & composite structures, lasers, data analytics, industrial automation, face gear technologies, advanced optical devices, small satellites, radar, LIDAR, infrared technologies, collaborative robotics, power systems, fluid pumps, valves, etc.

Select publications

"The Clockspeed Dilemma: what it means for automotive innovation and autonomy & mobility"
"Islands of Autonomy: how autonomous vehicles will emerge in cities around the world"
"Autonomous AI Revolution – I see, I think, I drive, (I learn): how deep learning impacts autonomy"
"Autonomous RT Intelligent Systems – How high-performance computing will transform autonomy"
"Future of Automotive Retail – How the auto industry can transform the customer experience"
"Urban Air Mobility – Life with the Jetsons: air taxi's in the 21st century." – Aviation Week
"Urban Air Mobility – Getting Mobility off the ground"
"Aviation 2030 – Future Disruption in Aviation" (series of four papers)
"Innovation in Aerospace – What is the state of innovation in Aerospace & Defense" - Aviation Week
"Cybersecurity in Aerospace, Defense and Transportation – Aviation Week
"Space Invaders, Evolution of New Space" – Aviation Week
"Locking More Than the Doors as Cars Become Computers on Wheels – New York Times