

PG Mobility Analysis LLC

Navigating the Future of Mobility

Deep expertise in Emerging Mobility Technology Strategy
CASE, ADAS/Autonomous, Software-Defined Vehicle

AREAS OF EXPERTISE – Strategy, Technology Intelligence and Roadmaps

C

Connectivity & Cockpit

V2X, telematics, 5G/cellular data strategy, Intelligent Transport Systems (ITS), Cockpit user experience (UX),

A

Autonomous & ADAS

Evolution of L2–L3–L4 autonomy, hands-off to eyes-off systems, sensor fusion, and regulatory strategy

S

Software & Services

SDV & software business models - IVI licensing, Usage-based insurance (UBI), Software-defined audio and other functions

E

EV Trends

Adoption landscape, ecosystem strategy, gaps between China, Europe, and the US

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Technology Roadmaps

Emerging tech scouting, innovation planning, roadmap & scenario development based on Foresight principles

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Strategic Advisory

Board-level counsel, competitive intelligence, tech policy positioning

RECENT CONSULTING PROJECTS

IVI Licensing

Software Business Model

Licensing landscape analysis for infotainment apps (Client: Large software Co.)

SDV/AI

- **Software-Defined Audio (SDA):** Technical & business assessment (Client- Auto OS Co.)
- **LLM Orchestrator:** Strategic assessment of AI- gateway for in-vehicle assistant (Client: Japanese conglomerate subsidiary)

5G / Cloud

Auto Data Network Growth Assessment

Vehicle-to-cloud data flow, 5-year infrastructure outlook (Client: Wireless carrier)

SAE* Projects

Software-Defined Vehicle (SDV)

long-term OEM challenges for development and execution challenges of SDV architecture (Client: SAE International)

*SAE: Society of Automotive Engineers

Thought Leadership

Special Client Reports

- CES 2026 Tech Trends (Feb, 2026)
- CES 2025 Trends & Insights (Feb, 2025)
- 12 Tech Trends in Mobility (Feb, 2024)
- Client-requested media article/white papers

Project Partners: Motormindz (MI), 3IS, Inc (MI), Qanopy Group (CA)

TECHNOLOGY ADVISORY AND INSIGHTS

Strategic Advisor

Usage-Based Insurance (UBI) Startup

Advise on market strategy for a UBI provider, leveraging connected vehicle and ADAS data to transform insurance models.

Strategic Advisor

Business advisor to *Connected Signal* – A Smart Mobility Startup

Support market strategy for a cloud-based traffic prioritization platform/startup (*Connected Signals*), enabling smarter urban mobility – for Michigan transport authorities

Technology Strategy

3IS Inc. (3ISinc.com)

Market development for full vehicle digital teardown content — deep technical intelligence for OEMs and suppliers.

Weekly Commentator

AutoKnowledge Automotive Newsletter

Regular thought leadership column covering emerging trends in mobility, and the future of the automotive industry.

WHY WORK WITH PG MOBILITY ANALYSIS (PGMA)?

01

Insider OEM Perspective

30+ years inside GM and Ford and immersion with the tech ecosystem gives you a unique *Experience Intelligence*, and access to the *institutional knowledge that only comes from being in the room*.

02

Board-Level Strategic Thinking

With the technology experience of a former GM Professional Fellow, I translate complex technology trends into boardroom-ready strategy for startups and new movers to the mobility industry — *we can do the same for your organization*.

03

Cross-Functional Breadth

From R&D and engineering to brand strategy, capital management, and policy — *we connect dots across disciplines most advisors can't*.

04

Independent & Objective

As a founder-led consultancy, we bring an unbiased perspective with no vendor agenda — *only your success*.

05

Active in the Ecosystem

With ongoing commentary, startup advising, tech publications, collaboration with SAE, and consulting, *PGMA is fully embedded inside the industry, not observing it from the outside*.

06

Actionable Deliverables

From feasibility studies, tech briefs, licensing landscapes to 5-year infrastructure outlooks and roadmaps — *we deliver analysis you can act on*.



PARTHA GOSWAMI

Principal

Technology Strategist • Mobility Advisor • Futurist

- **30+ years** of deep OEM experience spanning product development, R&D, technology strategy, emerging trends, and tech policy.
- I help organizations navigate the profound transformation reshaping mobility — from software-defined vehicles (SDV) and autonomous systems to new service models and electrification.
- As a former GM Professional Fellow and Lead Technology Analyst, I have firsthand experience in generating insights that an automotive leader needs. Now I bring that expertise to clients as an independent advisor.
- Futurist/Professional Foresight background – with hands-on training from the University of Houston’s Foresight Workshop.
- Well-balanced technology & business mix – With an engineering Ph.D. and business/MBA background, my deliverables are directly usable by business

30+

Years OEM Experience

CASE*

C•A•S•E Expertise

SDV

Software-Defined Vehicle

Future

Key Trends in Mobility

THOUGHT LEADERSHIP & INDUSTRY RECOGNITION

TOP 20

Automotive IQ

Top 20 Voices in the Automotive Industry

Recognized in 2025 among the most influential voices shaping the future of the automotive sector globally.

2025

SAE International – Class of 2025

Top Contributor & Content Developer

Awarded by SAE International for outstanding contributions and content development to the automotive engineering community.

Weekly insights published via AutoKnowledge • **SAE-recognized SDV & CASE research** • **Collaborative projects with Motormindz & industry partners**

30+ YEARS OF OEM EXPERIENCE

2023–Present

Principal & Founder

PG Mobility Analysis LLC

Advisory & consulting at the intersection of electronics and mobility strategy

2022–2023

Professional Fellow, Technology Strategy

General Motors

Advised diverse teams on CASE disruptions; evolution of Level 2 to Level 4 autonomy, connectivity tech trends and others

2012–2022

Senior Manager, Industry Trends & Competitive Intelligence

General Motors

Future trends, Technology/Competitive intelligence research, Gap analysis for ADAS, Connectivity/HMI roadmaps

2006–2012

Lead Technology Manager, R&D Connected Car & UX

General Motors

Led global team of 40+ project leaders across US, Canada, Germany, India & Israel

Earlier Career

Multiple Engineering & Strategy Roles

General Motors & Ford Motor Company

Eng. Business Manager • Capital Manager • Brand Marketing • NVH Specialist • Engineering Analyst

RECENT TECHNOLOGY PUBLICATIONS

- **The Unseen Challenges of Level 3 Autonomy — Human Factors, Liability & Repair**, Published in Medium.com, April 2, 2026, <https://medium.com/@partha.goswami/the-unseen-challenges-of-level-3-autonomy-human-factors-liability-repair-806fe32a5c98>
- **How Software is Reshaping Automotive DNA**, FISITA Thought Leadership forum, December 16, 2025, <https://fisita.com/thought-leadership-how-software-is-reshaping-automotive-dna/>
- **Rethinking Vehicle Architecture Through Softwarization and Servitization**, Alla Khamis & Partha Goswami, IEEE Xplore digital library (IEEE Access: vol.13, pp.126213-126226, 2025, DOI: 10.1109/ACCESS.2025.3588432) <https://ieeexplore.ieee.org/document/11078249?source=authoralert>
- **Shifting supply chain in the era of software-defined vehicle**, Medium.com, June 07, 2025 <https://medium.com/@partha.goswami/shifting-supply-chain-in-the-era-of-software-defined-vehicle-cde1cbdf4bea>
- **A case for Multi-modal Sensing**, SAE UPDATE, Pg 12-17, May 2025; <https://www.nxtbook.com/smg/sae/25UPD05/index.php#/p/INTRO>
- **EV Skateboard chassis—evolution and a new rendition**, Medium, Feb 26, 2025, <https://medium.com/@partha.goswami/skateboard-chassis-evolution-and-a-new-rendition-e3f9f29f24ff>
- **The Software-defined Vehicle: Its Current Trajectory and Execution Challenges**, Partha Goswami, Nov 2024, SAE SDV EDGE Report, Pub EPR2024027
- **The Software-defined vehicle and its Engineering Evolution: Balancing Issues and Challenges in a New Paradigm of Product Development**, Partha Goswami, April 2024, SAE SDV EDGE Report, Pub EPR2024007
- **Intersection of Automotive and Satellite Connectivity: Exploration of a Hybrid Model**, Partha Goswami, Andrew Macdonald; March, 2021 e-ISSN: 2688-3627, SAE International

LET'S CONNECT

Ready to navigate the future of mobility together?

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