



JENS PETER VEDDELER

Innovator and creative mind

Essentials:

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WeChat

Education:

Master of Architecture

Degree: M. Arch

Savannah College of Art & Design

Savannah, USA

2007-2009

Diploma

Degree: Dipl.- Ing. (FH)

University of applied Science

Münster, Germany

1998-2005

Skill:

Project Management:

SCRUM, Jira, Confluence,

Teams, monday.com

Development:

IsiLED, Rhino, AutoCAD

Design:

Adobe Photoshop, Illustrator,

InDesign

Text:

MS Office

Personal skill:

- Driving new ideas and innovation
- Excellent communication skill
- Proactive and independent
- Intercultural experienced

PROFESSIONAL EXPERIENCE SINCE 2010

Project Manager, Interior Concepts.

BMW AG / Munich, Germany / January 2020 - present

Serial development interior-light for BMW and MINI.

Project Manager, Digitalization, and digital Portfolio China.

BMW China Services / Beijing, P.R. China / September 2017 – December 2019

China being the driver to bring digital functions and ecosystems into the vehicle, requires offering these products to the vehicle in an adequate form. We see a process of "sinologisation" of the vehicle.

I was responsible to initiate the digital portfolio with local services, local priorities, and user-needs. Starting from initial analysis, I initiated a strategical approach that would lead to the first China-based digital portfolio.

Offering an adequate interface to make full access of digital feature in a vehicle, I also imitated a Full-HUD showcase that involved a local technological partner (FUTURUS) as well as the design-firm Designworks (Shanghai). Idea was to come up with the project stretched over 1,5 years, involved 15 people of the core team and a budget of total 1,7 Mil. Euro.

- Defining of the project scope, storyline, technology, managing timeline & resources
- Define exhibition concept.
- Initiate two patents for HW-implementation and user-interaction (hand-gesture recognition).
- Approach and kick off partnership with involved parties.
- Final edisplay on 2019 Word internet conference (WIC), Wuzhen and 2019 EXPO, Shanghai.

Manager, Requirements-Management.

BMW China Services Ltd. / Beijing, P. R. China / January 2015 – August 2017

China turning into the biggest single market for BMW, I transferred to Beijing to define requirement for development. My team and I ensured that trends have been identified, studies undertaken and specific technological requirements are defined, communicated and executed.

- Defining of the project scope, technology, steering timeline, resources.
- Interior topics, Third-party ecosystems and local benchmarking.
- Consult 3rd party content and cooperation.
- Facilitate studies and trend-scouting for new trends in China.
- Analysis and evaluation for provider of projected modes (Baidu CarLife).

Specialist, Interior ambient light.

BMW AG / Munich, Germany / July 2010 – December 2014

Idiation of new ambient-light feature for concepting interior light .
My responsibility was the initial conception leading to serial implementation.

- Conception from early design-stage including business-case (BMW i3 and i8).
- Initiation of HMI of charging-port to from initial prototype to serial implementation
- Conception for future interior light / prototypes for 7-Series and Rolls-Royce.