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Robert Wunsche

**Director, New Mobility and Proof of Concept
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Rob Wunsche is director of Mobility Platform Services and New Product Innovation at the North American Research and Engineering Center at DENSO International America, Inc. (DIAM), located in Southfield, Michigan. Wunsche explores new markets and product ideas for DENSO and leads development and commercialization of New Mobility services.

Wunsche joined DENSO in 1999 as senior engineering manager of the Thermal Product Division at DIAM, where he built a new department of electrical engineers within the thermal division. In 2013, Wunsche moved to DIAM's Sales team, as senior manager of Technology Planning and Business Development for Toyota Sales. In 2015, he was promoted to director of Technology Planning and New Mobility, where he studied societal, market, regulatory and industry trends to understand where DENSO should invest their research and development resources. In 2017, he began his current role of expanding DENSO into new markets and developing mobility services.

Wunsche began his career in 1996 at Westinghouse Electric Company as a test engineer, where he performed instrumented testing of large-scale electric power generators. In 1997, he moved to General Motors as an electrical development engineer, where he coordinated testing and validation of electrical systems on prototype vehicles.

Wunsche completed his Bachelor of Science in Electrical Engineering at Michigan State University in East Lansing, Michigan in 1996.

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