



# OESA – Chief Executive Officer Council, Enterprise Leadership Council & Sales Executive Council

Tuesday, June 23, 2020

**Via Zoom Webinar Meeting**

12:50 p.m. **Participants Dial/log-In to Zoom**

1:00 p.m. **Introduction, Review Agenda, and OESA Events**  
**Steve Horaney**, Vice President, Membership & Sales, OESA

1:10 p.m. **New Normal for the Automotive Industry - Understanding Strategic Implications of the crisis through scenarios**  
The Roland Berger team will provide information and analysis highlighting the following topics.

- Dimensions of uncertainty: Economic recovery and Government policy
- Considering scenarios by region and the interdependencies between them
- Key implications for the automotive industry along strategy and operating model topics

**Stephan Keese**, Senior Partner, Roland Berger

**Brandon Boyle**, Senior Partner, Roland Berger

**Jonathan Baron** – Principal, Baron Public Affairs

**Jeremy Furchtgott** – Director, Baron Public Affairs

Q & A

2:30 p.m. **Meeting Close**  
**Julie Fream**, President and CEO, OESA

2:35 p.m. **Adjourn meeting**