

PAUL LIENERT

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EDUCATION

Nottingham Business School, Nottingham Trent University, Nottingham, UK Doctor of Business Administration Thesis: How Venture Capital Is Funding the Commercialization of Electric Vehicles	2012
Michigan State University, East Lansing, MI Master of Business Administration	2010

TEACHING EXPERIENCE

Michigan State University, East Lansing, MI Assistant Professor <ul style="list-style-type: none">• Teaching Communication Strategies in MS Business Analytics program• Developed interactive curriculum for graduate business students	2013
Nottingham Business School, Nottingham Trent University, Nottingham, UK Lecturer <ul style="list-style-type: none">• Taught BBA workshop in Corporate Strategy and Organizational Change	2012

PROFESSIONAL EXPERIENCE

Reuters, New York, NY Detroit Bureau Chief & Global Auto Team Leader <ul style="list-style-type: none">• Manages local news bureau for world's largest news organization• Directs global auto news coverage for major media clients• Writes news, features, analysis and special reports	2012-
Global Auto Systems, Dexter, MI President and Co-Founder <ul style="list-style-type: none">• Provided strategy consulting and investment advisory services to global automotive clients• Clients included General Motors, Ford, Toyota, Hyundai/Kia, Geely, BYD and Samsung• Expert on emerging auto markets and green-vehicle technologies	2000 – 2012
Lienert & Lienert Ltd., Dexter, MI Partner and Co-Founder <ul style="list-style-type: none">• Managed global automotive information-services company• Provided proprietary market research and analysis to global industry clients• Researched, wrote and edited studies on the auto industries in Russia, China and India	1986 – 2012
Detroit News, Detroit, MI Auto Columnist <ul style="list-style-type: none">• Co-authored nationally syndicated <i>He Drove, She Drove</i> column with wife Anita Lienert• Won numerous awards for product reviews and features	1993 – 2006
Detroit Free Press, Detroit, MI Auto Columnist	1983 – 1993
Automotive Industries Insider, Detroit, MI Editor	1987 – 1998
Automobile Magazine, Ann Arbor, MI Detroit Editor	1987 – 2000
Road & Track, Newport Beach, CA Detroit Editor	1985 – 1987
Car and Driver, Ann Arbor, MI Detroit Editor	1984 – 1985

PROFESSIONAL EXPERIENCE

Motor Trend, Los Angeles, CA Detroit Editor	1983 – 1984
AutoWeek, Detroit, MI Managing Editor	1980 – 1983
Automotive News, Detroit, MI Assistant Managing Editor	1979 – 1980
Automotive News, Detroit, MI News Editor/Staff Writer	1974 – 1979
Various publications Freelance Writer	1974 –
<ul style="list-style-type: none"> • Longtime contributor to many U.S. and international publications • Published by Time, New York Times, USA Today, Financial Times and South China Morning Post • Author/editor of studies on the auto industries of Russia, China and India 	

CAREER ACHIEVEMENTS

- Advised CEO of China's Geely Auto on acquisition of Volvo Cars from Ford Motor
- Advised Korea's Hyundai on global product and marketing strategy during its rapid rise to become the world's fifth largest automaker
- Advised China's BYD Auto on its future "greentech" launch strategy for North America
- Advised CEO of Korea's SsangYong Motor on M&A and product development strategy
- Advised CEOs of several U.S. electric-vehicle companies on investment and business development strategies
- Frequent appearances as an auto industry expert on ABC-TV's Nightline, CBS Morning News, CNN and Al-Jazeera
- Featured speaker at auto industry conferences sponsored by The Economist, Institutional Investor, Merrill Lynch, the Bank of China, the University of Michigan and J.D. Power

ACADEMIC PUBLICATION

Lienert, P., Yazdani, B., and Zhang, M., 2011. "How Venture Capital Is Driving Innovation in Green Vehicle Technologies." Proceedings of the 4th ISPIIM Innovation Symposium, Wellington, New Zealand, 29 November - 2 December 2011. ISBN 978-952-265-167-9.

AWARDS

Detroit Press Club Foundation, International Wheel Awards • First Place, Product Reviews	2006
Detroit Press Club Foundation, International Wheel Awards • Second Place, Product Reviews	2004
Detroit Press Club Foundation, International Wheel Awards • Third Place, Product Reviews	2000
International Automotive Media Awards • Gold Medal, Feature Writing	2000
Detroit Press Club Foundation, International Wheel Awards • Second Place, Product Reviews	1999
Detroit Press Club Foundation, International Wheel Awards • Second Place, Product Reviews	1997
Washington (DC) Automotive Press Association • Excellence in Automotive Journalism Award	1991
American Business Media • Jesse H. Neal Award for Business Writing	1975

PROFESSIONAL AFFILIATIONS

Past President, Society of Automotive Analysts
Co-Founder, Automotive Press Association

PUBLIC PROFILE

www.linkedin.com/pub/paul-lienert/a/61/27a