

**National Leadership Award Gewinner des Economic Forum Deutschland
in der Branche Automotiv:**

CV Dr.-Ing. Peter Rößger



Since January 2005

Director Human Factors at Harman Becker Automotive Systems

I control all human machine interface activities at HBAS on both sides: development and sales. This includes steering OEM and aftermarket projects to design safe and easy to use HMIs for vehicle infotainment (audio, communication, navigation) systems. At the moment I lead a team of 20 highly qualified HMI developers, including engineers, psychologists, and graphic designers. Announced projects run for customers like DaimlerChrysler (all brands), BMW, Audi, Hyundai, and Harley Davidson. I am also involved in a high number of strategic projects. We target for HMI design to be a core competency for the success of our products. This includes the coordination of development, research projects, academia, and industry wide activities (ITS America, member of board of the KTMC, SAE, UPA). Sales activities include discussions with customers, participation in OEM and aftermarket marketing, and Strategic Business Development.

March 2003-
December 2004

Senior Manager Business Development Human Factors

After CAA was merged in Harman/Becker I joined the Business Development Group as a Human Factors expert. Besides steering and controlling developmental activities in human factors and concepts for automotive head units, I was involved in strategic activities.

January 1999 –
March 2003

Human Engineering Division Manger at CAA AG

I built an international team of psychologists, engineers, sociologists, and linguists to run human machine interface design activities for automotive OEMs. Focused on: developing concepts for driver-information systems, automotive multimedia systems, the development of human machine interfaces, usability testing, tool adaptation, telematics, mobile services

1997 – 1998

Worked for DaimlerChrysler AG in Berlin, Acceptance and Behavioral Analysis (freelancer) Focused on: Driver fatigue, eye-movements, pupillometrics, usability testing, physiological measurements

1994 – 1997

Worked for Daimler Benz AG in Berlin, Dept. Driver and Vehicle. Focused on: Pupillometrics, eye-movements, attractiveness of cars

November 1996

Received Dr.-Ing. From the TU Berlin. Doctoral thesis on: *Pupillometrics as a Method to Measure Mental Work Load*

1992 – 1997

Worked as a scientist at the TU Berlin, Institute for Human Factors. Focuses on: Mental work load, pupillometrics, eye-movements, work analysis, computer input devices

1989 – 1992

Studied psychology at the TU Berlin

1984 – 1991

Studied mechanical engineering at the Technical University Berlin

3/15/1964

Born in Berlin (Germany)