

## Grant Faulkner

MSED Past Président



Grant Faulkner is Vice President of Business Development for the autonomous vehicle technology research and consulting services firm VSI Labs. Grant has built a career based around helping companies develop better strategic plans and achieve commercial excellence through actionable intelligence and market insights. In his current role at VSI, Grant leads the global sales activity, providing solution-focused guidance and support to OEMs, suppliers, technology companies, and investment firms, focusing on the rapidly expanding field of autonomous vehicle technology.

Prior to joining VSI Labs in 2017, Grant was Vice President, Business Development for the forecasting and market intelligence firm LMC Automotive, directing sales & marketing activities in the Americas.

Grant began his market intelligence and insight career as an account manager at CSM Worldwide in 2004 and was promoted to Sales Director when CSM was acquired by IHS in 2010. Over his career in the automotive industry, Grant has also served in a variety of sales and program management roles at a number of suppliers, including Valeo and Magna. In all, Grant brings more than 25 years of diverse automotive industry experience to VSI Labs.

Grant also currently serves as the Immediate Past President and Programs Committee Chair of the Marketing & Sales Executives of Detroit (MSED). Grant is also active in SAE International and the Society of Automotive Analysts.