



Ralf Hug

President
Trajectory Group

Ralf Hug is President of the Trajectory Group, a strategic business development and advisory firm with deep industry experience in automotive telematics, M2M, GPS navigation, LBS, wireless, consumer electronics and ConnectedTV. Before founding the Trajectory Group Ralf Hug held senior executive positions in marketing, product management and business development at such companies as Airbiquity, NAVIGON, Garmin, Mercedes-Benz and Philips. Ralf Hug is based in Chicago, Illinois and holds a Master's of Business Administration in marketing and finance from the University of Bayreuth in Germany and speaks fluent English and German. He can be reached at ralfhug@trajectorygroup.com.

Ralf Hug is currently President of the Trajectory Group, a strategic business development and advisory firm in Chicago with deep industry experience in the automotive telematics, M2M, GPS navigation, LBS, wireless and consumer electronics space. His services include: Management Advisory, Marketing Strategy and Planning, Inbound and Outbound Marketing, Business Development, Product Strategy and Launch as well as Interim Management.

Previously Ralf Hug was Vice President of Marketing and Product Management at Airbiquity, a Seattle-based Telematics Service Provider that offers managed services solutions to leading automotive OEMs and M2M players such as GM/Onstar, Ford Sync, Toyota, BMW, Shell and Motorola.

As Vice President of Marketing at NAVIGON, Ralf Hug was responsible for launching the company and brand in the fastest growing consumer electronics category propelling the NAVIGON brand to a #4 market position within 6 months. He was responsible launching several innovative GPS products while managing strategic planning and analysis, product management and marketing for NAVIGON's consumer electronics, automotive and wireless business in North America.

Previously to that Ralf Hug was in a senior marketing and management position at Garmin International where he was responsible for launching several navigation devices worldwide.

Prior to Garmin Ralf Hug managed the Accessories and Telematics business for Mercedes-Benz USA. His responsibilities included product management, marketing and sales, launching several innovative programs such as the iPod integration kit and satellite radio as well as managing the TeleAid Telematics offering. Additional appointments include senior marketing and management roles at Philips Electronics in the US and Europe and other major technology companies.

Ralf Hug is based in Chicago, Illinois and holds a Master's of Business Administration in marketing and finance from the University of Bayreuth in Germany, and regularly speaks at industry events

