

09 / 10  
JUNE 2026

DETROIT LAUREL MANOR,  
LIVONIA, MICHIGAN



# DVN US WORKSHOP

SOCIAL COCKTAIL & DINNER – CONFERENCE – EXPO – DEMO DRIVES – PANEL DISCUSSION – NETWORKING

40<sup>TH</sup> DVN  
WORKSHOP

AMERICAN & GLOBAL LIGHTING  
INNOVATION FOR NEXT-GEN  
AMERICAN MOBILITY



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# DVN U.S. LIGHTING WORKSHOP

## 9-10 JUNE, 2026 · LIVONIA, MICHIGAN



**The 40<sup>th</sup> DVN Workshop will take place on 9-10 June, 2026 in Livonia, Michigan at the Laurel Manor.**

The theme for the 2-day conference and expo is

### **American & Global Lighting Innovation for Next-Gen American Mobility**

The automotive industry faces serious challenges and upheavals right now. There's disruption from the tech industry. Automated driving is becoming a reality. Computing is becoming the most critical asset, and software-defined vehicles are coming onstream. All of this is transforming the vehicle lighting sector.

At this high-content workshop event, you'll have the opportunity to talk, listen, learn, and share with colleagues and experts on topics including:

- How are evolving geopolitical dynamics shaping the automotive lighting landscape in the United States, and what do they mean for American OEMs and international companies operating within the U.S. ecosystem?
- What will be the new EE architectures for lamps? What new possibilities are unlockable? What new constraints will arise along with function safety and cybersecurity?
- What are the lighting trends and ways of working? Where-all does AI stand to improve our world and how we work in it?

### **Technical sessions will include:**

- Interior lighting
- Optical design innovation
- EE architecture from a global to a component approach, with value chain deep dive
- Safety
- Car body design

Three panel discussions are on the docket, with highly relevant topics:

- Regulation, powered by GTB and SAE committees
- Purchasing criteria in USA · interaction among OEMs, tier-1s, and tier-2s
- OEM challenges and key messages to supply chain

On June 8, we will hold a deep dive session followed by a barbecue open to our DVN members.

The event on June 9-10 will be chaired and steered by DVN's **Paul-Henri Matha**, **Daniel Stern**, and **Mark Verplank**.



# JUNE 8, 2026

## DEEP DIVE



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1:00 pm      **REGISTRATION & WELCOME COFFEE**

**2:00 pm**      **SOFTWARE DEFINE VEHICLES**

**Fusaware**

- *The Shifting OEM-Supplier Interface: Rebirth of Systems Engineering*

**Texas Instruments** – Marc Castillo, Product Marketing Manager:

- *UART-over-CAN and Ethernet TIS: Sort-of CAN, Sort-of Deterministic*

**Intrepid Control Systems** – Arpan Rughani, Worldwide Marketing Manager:

- *Don't Repeat Yourself (DRY): One-Size Fits Most Lighting Control*

**Discussion**

6:00 pm      **BARBECUE** (for DVN members only)

8:00 am **REGISTRATION, WELCOME COFFEE & EXHIBITION TOUR**

10:00 am **KEYNOTE LECTURES**

**DVN** – Paul-Henri Matha, CEO:

- *Lighting trends & Beijing Autoshow main takeaways*

**Ford** – Scott Anderson, Senior Design Director, Product Experience and Interaction

**Roland Berger** – Falk Meissner, Senior Partner | Automotive | Advanced Technology Center

**Luxit** – Gene Spektor, Chief Sales & Marketing Officer

11:00 am **SESSION 1 - DESIGN**

**Chairman:** Luciano Lukacs, Scout Motors, Body Exterior Vision System Manager

**Stellantis** – Heather Hathaway, Technical Specialist for Exterior Lighting:

- *Jeep Grand Wagoneer Exterior Front Lighting*

**OLEDWorks** – Michael Boroson, Co-Founder & CTO:

- *Lighting Communications: OLED Solutions for Vehicle Awareness and V2X*

**Lumileds** – Sing Kiet Kong, Technical Solutions Manager:

- *LED Solutions for Innovative Surface and Signature Lighting*

**Edag** – Jannes Buthmann, Global Head of Lighting & Display Systems:

- *Remote Phosphor rearlamp approach*

**A2MAC1** – Timothy Kiester, Customer Engagement Director AMERICAS

- *Benchmarking analysis for lamp design*

**Nissha** – Yufa Lu, Senior Business Development Manager

**Huaju** – Jia Zhenqing, Vice President & Project Director:

- *Innovative Applications of Optical Glass in Vehicle Lamps: Crystal DRL, High/Low Beam & Intelligent Projection System*

12:00 pm **LUNCH BREAK**

1:30 pm **SESSION 2 - OPTICAL DESIGN INNOVATION**

**BrightView Technology** – Mike Michie, Business Development Director

- *Computational Optics for Aesthetic Internal & External Mood Lighting*

**Sunex** – Ingo Foldvari, Director of Business Development:

- *How aspherical lens designs drive innovative lighting functions*

**DELO** – James Schwede, Sales Engineer:

- *How adhesives enable innovations in Automotive Lighting*

**J.W. Speaker** – Bradley Kay, Director of R&D

- *Compress multi mirror optical systems for low and hi beam functions*

**ams OSRAM** – Jorge Vasquez, Sr. Business Development & Marketing Manager  
• *Standardized LED Modules: Enhancing System Resilience in a Changing Market Environment*

**Forvia Hella** – Isabel Vallego, Lead Development Engineer

**University of Michigan** – Venus Kakdarvishi, Ph.D. Candidate, Graduate Student Teaching & Research Assistant, Department of Electrical and Computer Engineering:  
• *Low-Power Beam Steering for LIDAR Using Passive Optical Phased Arrays*

**MagWerks Vision** – Michael Pickholz, CEO  
• *High Energy Efficiency, Lightweight Headlamp Technologies Accomplished Through Breakthroughs In Optical And Lamp Construction Architectures*

**Ansys part of Synopsys** – Mike Grove, Manager, Applications Engineering | Simulation & Analysis:  
• *Optical Design powered by AI & Ansys Speos*

**PhotonXCorp** – Hans-Christoph Eckstein, CTO & Co-founder:  
• *Lens design considerations for high resolution ADB Systems*

**Refond** – Grayson Liao, Senior LED Expert:  
• *Next-Gen Optical Integration LED Empowering Automotive Lighting Innovation*

**United Visual Researchers** – Thomas Labardens, CCO:  
• *Early lighting design: from intent to optical workflow*

3:40 pm

**COFFEE BREAK**

4:10 pm

**SESSION 3 - INTERIOR LIGHTING**

**Icahn School of Medicine at Mount Sinai** – John D. Bullough, Program Director, Population Health Science and Policy  
• *Interior Vehicle Lighting and Human Factors*

**Autolin** – Daniel Pardo, Global Strategy Business Unit Director:  
• *From Components to Systems: Integrating Interior Lighting, Trim and UX from Day One*

**Dassault Systèmes** – Stephan Ritz, CATIA R&D Design I Product Experience, Portfolio Director:  
• *Optical Design and Validation Innovation with 3DEXPERIENCE (together with Lucid Shape)*

**Rebo**

5:00 pm

**ROUND TABLE - OEM R&D LIGHTING LEADERS**

**Stellantis** – Benedetto DiCicco, Global Director - Exterior Lighting & Vision

**Ford**

**GM** – Shannen Borngesser, Engineering Manager

**Scout Motors** – Terrence Wilson, Director, Lighting and Ext. Systems

6:00 pm

**COCKTAIL & DINNER**

8:00 am

### WELCOME COFFEE

8:30 am

### KEYNOTE LECTURES

**Forvia Hella** – Tobias Pohlschmidt, CEO & President Americas | Executive Board Member  
Business Group Lighting

- *Innovation That Matters: Advancing Safety and Performance*

**S&P Global Mobility** – Tanya Chantiri, Sr. Research & Forecasting Analyst Interiors,  
Automotive Insights:

- *The Automotive Lighting Outlook: LEDs, Matrix/ADB, Design, Interior Lighting –and the Numbers Behind Them*

**Marelli** – Kristie Pfofi, Global Chief Information Security Officer (CISO):

- *Secure by Design: Embedding Cybersecurity into the Automotive Engineering DNA*

9:15 am

### REGULATION ROUND TABLE

**Chairman:** Bart Teburg, GTB Vice President & Chairman of SAE International  
Cooperation Committee

10:15 am

### COFFEE BREAK

10:45 am

### SESSION 4 - SDV

**Chairman:** Michael Borgholthaus, Fusaware, Founder & CEO

**Rivian** – Carlos Montes, Senior Manager Systems Engineering:

- *Unlocking Lighting Innovation Through Centralized Software*

**Flex-N-Gate** – Jamie Reyburn:

- *SDV Through the Supplier Lens: Adapting to the New Lighting Paradigm*

**Opmobility** – Shammika Wickramasinghe, Head of Innovation Americas

- *From ECUs to experiences: How next gen electronics are redefining advanced front lighting*

**Marelli** – Cutberto Medina, Lighting Electronics Manager:

- *Centralized EE architecture impacting lighting ECU design with MCU-less topology*

**Intrepid Control Systems** – Don Hatfield, Director of Global Sales & Arpan Rughani, Worldwide  
Marketing Manager:

- *Bridging the Test Gap: Standardized Interfaces for SDV Lighting*

**Texas Instruments** – Marc Castillo, Product Marketing Manager:

- *From UART to Ethernet: The Technology Backbone of Centralized Lighting*

**Elmos** – Artur Biernatowski, Director Product Segment Lighting:

- *Advanced LED Drivers: Powering the Next Generation of Automotive Lighting*

**Microchip** – Michael Freel, Principal Field Application Engineer:

- *FRe Architecting Automotive Lighting for the Software Defined Vehicle Era*

**Lumissil** – Lyn Zastrow, Vice President, World Wide Sales & Marketing:

- *Lighting Architecture to Support Software Define Vehicles*

**Inova**

- *Software Defined Lighting – Unleash the Benefits for Car Manufacturers*

12:35 pm

### LUNCH BREAK

1:45 pm

### SESSION 5 - SAFETY AND RATING

**GM** – Michael Larsen, Exterior Lighting Technical Lead:

- *What about 'Glare' ? status & possible solutions*

**ZKW** – Abhishek Pandey, Group Director - Technical Project Management America:

- *Digital Solution for Headlamps*

**ams OSRAM** – Joe Jablonski, Sr. Applications Engineer and Key Expert:

- *Just Right Light – Advances in light sources for ADB with adjustable resolution*

**Gentex** – Craig Piersma, Vice President of Marketing:

- *Managing Light in the Vehicle Cabin.*

**Dajac** – Steve Trent, Senior Sales Specialist

2:45 pm

### COFFEE BREAK

3:15 pm

### SESSION 6 - INNOVATION

**ams OSRAM** – Kimberly Peiler, Director of Application Engineering:

- *Intelligent Signaling, extending communication from the interior to the exterior*

**X2F** – Bob Snyder, Director of Software and Data Analytics:

- *Thermal management in (automotive) electronic components*

**ASYST Technologies** – Michael Grimm, Senior Research And Development Engineer:

- *Solving Accessibility Challenges in Forward Lighting Aiming Systems*

**MPLD** – Marco Sala, CTO and Co-founder:

- *When test data drives design decision: risks of unreliable validation*

**Witol** – Amanda Mahaffy, Key Account Manager & Dave Lentz, Technical Business Development Manager:

- *Safety by Design: Strengthening Pedestrian Protection with Headlamp Fastening Systems*

**Covestro** – Emily Archer, Application Development Engineer:

- *Advancing Automotive Lighting and Exterior through Efficient Integration*

**SABIC** – Volker Plehn, Global Automotive Director Smart Panels, Lighting & ETP Trim:

- *From Volatility to Value: Rethinking Automotive Lighting Material Strategies*

**Tactotek** – Derrick Defever, Business Development Manager:

- *From Integrated Lighting to Adaptive Multifunctional Surfaces*

**Krauss-Maffei Corporation** – Dan Rozelman, Technical & Sales Application Manager

# JUNE 10, 2026

## PROGRAM



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4:45 pm

### **SESSION 7 - PURCHASING CRITERIA IN USA & LOCAL CONTENT · INTERACTION AMONG OEMS, TIER-1S, AND TIER-2S**

**Chairman and moderator:** Falk Meissner, Roland Berger, Senior Partner

**Vuereal** – Robert Selley, CCO:

- *Geopolitics Meets the Dashboard: How Global Tensions Are Reshaping Automotive Display and Lighting*

#### **Panel discussion**

- **Luxit** - Stephane Vedie, CEO
- **Sabic** - Volker Plehn, Director Global Automotive Marketing
- **Integrity Tool & Mold** - Paul DiGiovanni, Founder & CEO

5:30 pm

### **CLOSING**

amun OSRAM A 2 M A C 1 AG OPTICS ASYST

BRIGHTVIEW TECHNOLOGIES



elmos

FORVIA Inspiring mobility

GENTEX CORPORATION

J.W. SPEAKER Engineered. Lighting. Solutions.

Luminit Transformative Integrated Optics

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