



**Bertrand Rakoto, Assistant Director North America, SBD Automotive**

Bertrand joined SBD Automotive in 2018. He has an extensive knowledge of the automotive industry from more than fifteen years of experience with OEMs and tier 1s such as PSA, ZF TRW and R.L. Polk (now IHS Markit). Bertrand has spent over ten years in data analysis and market forecast, providing insight to automakers for product definition and sales strategy. Along with his role in the development of the North American office, he is participating the research and analysis fields.