

FUTURE JOB ROLES



GENERAL

INNOVATION AGENT PRODUCT INNOVATION



In the future, vehicles will be a part of the data cloud and make decisions depending on a huge multitude of data coming from various distributed sources. This unlimited amount of data shared among cars, the environment and personal data in mobile phones and profiles of drivers can be combined to new services.



Smart technology and cloud infrastructures will lead to new functionality and services by cars, such as e-mobility services, personalized services, workplace services, etc.. In order to be deployed successfully at a European scale, all these new services need promising sales scenarios and business models.



The product level innovation agent is able to implement the identification of opportunities and problems in the smart services area, produce and evaluate ideas, coach the research and development work for prototyping, and create new functions related to service based innovation using smart technology and cloud infrastructures.

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