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FISITA PRESS RELEASE: Scott Craig Joins FISITA as North American Ambassador

FISITA, the international organisation for mobility engineering professionals, announces the appointment of Scott Craig as its North American Ambassador.

Scott Craig, currently serving as President of SBC Advisors, a leading advisory and consulting firm specialising in advancing mobility technologies for tech startups, brings over three decades of industry expertise and a proven track record of driving innovation in the automotive sector.

With notable roles such as Director of Automotive Strategy and OEM Business Development at ON Semiconductor, VP Sales North America at Innoviz Technology, and Ford Global Account Executive - OEM Business Development at Infineon, Craig has demonstrated his commitment to advancing technology and fostering strategic partnerships within the automotive industry.

In his new role as FISITA's North American Ambassador, Craig will be fundamental in raising awareness of FISITA's mission, increasing its profile, attracting participation, and recruiting new members within the North American region. He will serve as a dedicated representative of FISITA, promoting its new-era strategy, ongoing industry initiatives and events, all while showcasing FISITA member benefits to stakeholders across the automotive and mobility systems engineering sector in North America.

"We are thrilled to welcome Scott Craig to the FISITA team as our North American Ambassador," said FISITA Chief Executive, Chris Mason. "Scott's wealth of experience and industry knowledge make him an invaluable addition to our organisation. We look forward to working closely with him to further FISITA's mission of advancing automotive and mobility engineering globally."

Discussing his appointment to the role as FISITA's North American Ambassador, Scott said "in a time where many professional engineering organisations are searching for ways to regain or demonstrate their relevance, FISITA's focus on global mobility and action-oriented outcomes through membership involvement stands out. The global industry needle in key sectors is being moved through FISITA's initiatives and thought leadership."

I am both, honoured and humbled, to be selected as FISITA's first Ambassador for North America. I look forward to partnering with our current member organisations, as well as



developing new partnerships, in our quest to promote excellence in mobility engineering.”

Scott Craig's appointment as FISITA's North American Ambassador underscores FISITA's commitment to fostering collaboration and driving innovation within the automotive and mobility engineering community. His leadership and dedication to advancing technology will undoubtedly contribute to the continued success and growth of FISITA in North America.

For more information about FISITA membership or events, [visit the FISITA website.](#)

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