

Innovation 26/07/2019

# Finding my Place in Porsche Coming From Deep Tech and Research

I believe that today is one of the most exciting times to have a deep tech and research background in the automotive industry. Why? Because research and deep tech are the bedrocks of progress and the foundation on which the next disruption of the automotive industry, and mobility in general, is built.



By driving advances in hardware, software, and services, research and deep tech constantly redefine the cutting edge of how we can positively influence the lives of millions of people — and this has always fascinated me.

After I revised my childhood dream of becoming an apple and potato farmer at the age of six, I quickly chose a career path in electrical engineering and computer science culminating in studying a combination of both subjects at Technical University Darmstadt. My professional journey began as a researcher at Fraunhofer Institute for Computer Graphics Research, where I first developed a smart floor, designed to detect emergency situations, such as falls. After finishing my Ph.D. I had the great opportunity to join Microsoft AI & Research in Cambridge, UK. As part of the lab, I directly worked on the future of connected devices and, e.g., the development of the secure IoT solution Azure Sphere.

**If you ever felt like you are a great coder, try working with a Windows developer**

**New personal challenges meet a transforming automotive industry**

When I joined Porsche in 2017, my primary task was to optimize processes and coordinate innovation projects in the electronics division. The new job in Weissach was quite different from my job in Cambridge, where I did a lot of research-driven coding, designing electronics, developing and testing — and it demanded a different kind of skill set and another approach. I have always been very interested in developing new products and have a strong hands-on mentality. Not being directly involved in research and development was new territory for me and sparked my interest. Changing over from a big international tech company to a premium sports car manufacturer from Germany was a tough decision — but just like research, the automotive industry and especially Porsche has always fascinated me.

The other thing that fascinates me about the automotive industry, and is one of the main reasons I joined Porsche, is the creation of a holistic user experience. Considering let's say a home automation system, there are infinite ways of combining hardware and software. What intrigued me about this new job was the opportunity to orchestrate a small but incredibly powerful set of hardware, software and services around the user to create a fully tailored and engaging user experience — sparking excitement and joy.

#### Becoming an "Innovation Enabler"

Quickly after starting at Porsche, I realized that the term "Innovation Management" does not really describe my role well, I rather see myself as an "Innovation Enabler". The most important thing I learned is that humans are more important than anything else. You may have heard of the saying "Culture eats strategy for breakfast", which I quickly took to heart. My focus was always to promote new perspectives and deeply engage with the innovators in our company and outside to poke the innovation fire. Last but not least, support in working out the contributing values of innovations for our customers stood in the center of my activities. However, the biggest struggle for me was between getting engaged in the projects — especially as a person with a deep interest in tech — and working on the broader picture of enabling innovations in the electronics division.

#### From integrator to developer



**The so-called "Electronic integration center"**

#### Deep tech innovations: Combining the best of two worlds

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