



Marcus Fendt
The Mobility House

Biography

Marcus Fendt studied industrial engineering in Munich. He started his professional career at Siemens in the USA in 1994 and then moved to Bosch in the automotive industry. From 1999 to 2004, he was strategy consultant at Accenture in the energy industry. In 2004, Marcus Fendt took over the global product management at the luxury goods manufacturer Swarovski with almost one billion in revenue responsibility. The disruption driven by e-mobility in the automotive and energy sector made him join The Mobility House in 2010, along with former colleagues as an entrepreneur and shareholder. As CSO and managing director he is responsible for sales, business development and communication. Together with leading car manufacturers, utilities as well as corporate and fleet customers, he realized collaborations and projects related to smart charging of electric fleets. These range from grid, tariff and CO2 optimized charging, to vehicle-to-grid V2G and commercializing vehicle batteries on the energy markets in Germany, the Netherlands, UK and USA. Marcus is although managing director of the Amsterdam Energy ArenA one of the most innovative examples of V2G and vehicle battery integration.