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Dr. Wilfried Aulbur is the Managing Partner of Roland Berger Strategy Consultants in India.

His industry focus is Automotive, engineered products and high technology companies, as well as Engineering and IT service companies.

He works on issues of strategic relevance such as market entry into India as well as out of India into 2nd and 1st hemisphere markets, product portfolio optimization, M&A, etc. Besides strategy, his work in India is focused on operations, e.g., lean manufacturing and operational performance improvement or restructuring.

Prior to his work with Roland Berger, Dr. Aulbur was the Managing Director and CEO of Mercedes-Benz India and responsible for the passenger cars, trucks and buses.

He has held various roles in SIAM as well as the Indo-German Chamber of Commerce. Besides having worked in India for 8 years, he has 10 year experience in the United States as well as substantial work experience in various European markets.