



BATTERY ASSOCIATES

BATTERYMBA

Open to all battery enthusiasts

www.battery.mba

BatteryMBA is not a Masters of Business Administration.



Sign up as
part of a
company and
benefit from
special offers!

WHY CHOOSE THIS COURSE

Simple and impactful: BatteryMBA offers battery enthusiasts with technical backgrounds a chance to grasp pressing issues in the battery sector and increase both technical and market-driven knowledge around topics relevant to the battery space. Discussions and personalised interactions ensure individual needs are met.

Premium instructors: Our programme lecturers and speakers have expertise in leading industry names like Tesla, Seat, Siemens, Hitachi ABB Power Grids, and represent a combination of research-driven and industry-focused talents.

Affordable, global, and certified: Battery Associates wants to train the next generation of battery leaders to drive innovation and ensure that all can benefit from advanced and up-to-date sector knowledge. Course fees are minimised to ensure greater accessibility to the course. This programme is also certified UK CPD Certification Service.



Visit: <https://cpduk.co.uk> to learn more.

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WHAT DO WE OFFER

'Meet The Leader' lectures: This 12 weeks programme includes 10 live lectures and an exclusive roundtable with industry leaders. All lectures are followed by a Q&A to address topical battery-related issues, offer bespoke business and entrepreneurial insights, and inspire participants to grow in their career.

Weekly Office Hours: Participate in a weekly discussion moderated by Battery Associates' Founder & Chair, Dr. Simon Engelke. Sessions give participants the option to present a topic of their choice, encouraging discussion around specific themes relevant to the battery sector. The format of these sessions ensures active discussion time.

Lifetime Membership: Our programme guarantees access to all prior and future lectures, as well as exclusive access to our



wide network of battery experts. Exchange with peers and develop business partnerships using our impressive alumni and lecturer community.

Recruitment Support: Career support and CV makeover are available upon request.

PROGRAMME OVERVIEW

- 2 live sessions per week
- Duration: 12 weeks
- 3 cohorts in 2021:
 - January 4 - March 27
 - May 10 - July 31
 - September 13 - December 4

COURSE STRUCTURE

Session	Session details	Schedule
Introduction & Networking session	Introductory session followed by networking activities for all participants	Monday at 6PM (first Monday of the programme)
Meet the Leader lecture	10 Live lectures followed with Q&A with industry leaders	Mondays at 6PM CET
Office Hour 1	Weekly discussion with the founder Dr. Simon Engelke	Thursdays at 6PM CET
Office Hour 2*	Weekly discussion with the founder Dr. Simon Engelke	Fridays at 10AM CET
Roundtable	Debate and discussion with leading battery and energy experts	Monday at 6PM (last Monday of the programme)
Graduation Ceremony	Certificate ceremony and overview of lecture takeaways	Saturday at 6pm (Programme end date)

*Different time zone

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BATTERYMBA LECTURES AVAILABLE UPON REGISTRATION

Lecture topic	Lecturer
Li-Ion-Battery Basics: A non-chemist application-centered approach	Claudius Jehle Managing Director / CEO at volytica diagnostics
"Why you need to write a Battery Biography"	Veronika Wright Electrified Veronika (formerly AVL)
Battery End-Of-Life Management and Policies	Bhavya Jha EU Battery Directive Specialist
Cleantech finance: "Who wants a faster horse?" Living in an age of disruption	Gerard Reid Co-founder at Alexa capital
Energy storage: a key enabler for the energy transition	Maxine Ghavi Head of Grid Edge Solutions at Hitachi ABB Power Grids
Factory line performance and precision engineering	Mariano Sydney Rubio Former Automobile Engineer at SEAT
Data and optimisation in manufacturing	Marc Jensen Product Director at Decoded
Electric Mobility: Strategic Perspectives on Batteries	Srinath Rengarajan Automotive Research Expert at Oliver Wyman
Customizing Lithium-Ion Cells - From The First Material Tests to Series Production	Matthias Fesser Business Development Manager at Customcells
Career transition in the energy storage sector	Claudia Vergueiro Massei CEO at Siemens Oman

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LECTURERS & SPEAKERS INCLUDE:



**Claudia Vergueiro
Massei**
CEO at Siemens Oman



Claudius Jehle
Managing Director & CEO
at volytica diagnostics



Gerard Reid
Co-founder
at Alexa Capital



Mariano Sydney Rubio
Former Automobile Engineer
at SEAT



Marc Jansen
Product Director in Data
science at Decoded



Maxine Ghavi
Head of Grid Edge Solutions
at Hitachi ABB Power Grids



Bhavya Jha
Battery EoL Policy &
Regulations Specialist



Srinath Rengarajan
Automotive Research Expert
at Oliver Wyman



Matthias Fesser
Business Development
Manager at Customcells

WHO IS THIS PROGRAMME FOR

This programme is open to all battery enthusiasts with a technical background or prior battery knowledge who wish to evolve in their career.

HOW TO APPLY

- 1) Fill out a form on our website.
- 2) Await to be contacted for an interview.

Note that applications are being accepted on a rolling basis.

PROGRAMME COST

BatteryMBA costs 10000€. Programme fee is expected to increase in April 2021.

A 20% discount is available for companies and organisations who become company members of Battery Associates.

SCHOLARSHIP

A need-based scholarship is available for individuals with underrepresented backgrounds, including notably women. Learn more at: www.battery.mba/enroll

ABOUT US

Battery Associated is a global platform for battery enthusiasts. In 2021, we launched BatteryMBA to train the next generation of battery leaders. To

learn more, visit:

www.battery.associates & www.battery.mba

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TESTIMONIALS

Hear what our participants have to say about BatteryMBA:



"A highlight of the BatteryMBA is the high participation of women. If we want the battery industry to thrive, (...) we need a diverse group of future leaders."

Paula, BatteryMBA participant

"Being able to talk to various people, like scientists, consultants, people from the investment side, data, analytics (...), you get a broader understanding of the dynamics that control the battery industry."

Crystal, BatteryMBA participant



"I would recommend this programme both to those who are new and trying to get into this battery field, and to somebody who has been in this field for 20 years."

Anurag, BatteryMBA participant

Watch our [testimonial video](#) to hear from other participants

JOIN BATTERYMBA TODAY!



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