

# Louis Bailoni

VP of Business Development & Strategy



## Contact

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## Experience Summary

Louis Bailoni – Using his innovative, analytical, and pragmatic approach, Lou’s expertise is in driving actions that improve business performance and success.

Lou has had over 25 years of broad automotive management consulting and research experience covering strategy development and execution, due diligence, and operational improvement for OEMs, suppliers, financial institutions, and government agencies. His sector expertise has focused on commercial vehicles, off-highway and power generation. As Vice President of Ricardo Strategic Consulting, Lou helped establish and grow the practice at Ricardo pic, a global automotive engineering consultancy. Lou has authored reports and conference papers on cleantech and advanced propulsion technologies and has worked on operational projects including warranty improvement, new product development effectiveness and efficiency, best practices benchmarking, sourcing strategy, and product cost reduction. Lou was Director at ABN AMRO at which he researched automotive equity covering vehicle OEMs and suppliers. Lou was a senior core team member of the automotive practice at A.T. Kearney and a Principal at DRI/McGraw-Hill (nee Global Insight) conducting automotive market research and forecasts, and component and systems supply research, as well as consulting.

Lou is active in organizations researching and supporting patients of autoimmune disorders, notably the Crohn’s and Colitis Foundation of America (CCFA).

Lou has a B.A. with High Honors from Kenyon College and an M.B.A. specializing in Marketing and Finance from the University of Chicago.

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For more information,  
[www.brightautomotive.com](http://www.brightautomotive.com)

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