

Jessica Robinson joins Michigan Mobility Institute as first Executive Director, announces plans to develop Master of Mobility degree

DETROIT, MI, January 15, 2019

The Detroit Mobility Lab announces today at the 2019 North American International Auto Show that Jessica Robinson, a globally recognized leader within the mobility industry, has joined the Michigan Mobility Institute as its full-time Executive Director. The first initiative of the Detroit Mobility Lab, the Michigan Mobility Institute will be a brick and mortar educational institute with the mission of educating professionals and tradespeople within artificial intelligence, robotics, cybersecurity, and other fields vital to ensuring Detroit's relevance as a global center for future mobility.

"This is a seminal day in the history of the Detroit Mobility Lab," said Chris Thomas, Co-Founder and President of the organization. "We realized early on that one of the most important factors in launching the Michigan Mobility Institute would be finding an amazing leader. Someone who had the right background, an understanding of the seriousness of the opportunity, and a passion for mobility. Jessica is that person."

Focusing exclusively on mobility, the Michigan Mobility Institute will offer academic, professional, executive, retraining, and skilled-trades programs to develop local and global talent. Starting in 2021, it will also offer the first-of-its-kind Master of Mobility, a new degree to be developed with select university partners and informed directly by industry needs.

"I've been part of groundbreaking organizations in next-generation mobility for the last 10 years," said Jessica Robinson, Executive Director of the Michigan Mobility Institute. "During this time, I've seen a rapid evolution of the technologies driving the future of mobility. While nobody can predict the future, we can say with absolute certainty that we require a new type of engineer, and more of them. The Michigan Mobility Institute will be the leading, industry-backed talent development entity focused on training mobility specialists for the future of mobility."

Recent findings published by the Detroit Mobility Lab and the Boston Consulting Group validate the need for this focus. Self-driving and electric cars will help create more than 100,000 US-based mobility jobs in the next 10 years, including up to 30,000 jobs for engineers with degrees in computer-related subjects. But this demand may be as much as six times the expected number of such graduates, exacerbating the industry's already significant talent shortage.

For press inquiries, please contact Jessica Robinson at jessica@michiganmobilityinstitute.org.

About the Detroit Mobility Lab

Detroit Mobility Lab is committed to the future of mobility and Detroit's place in it. We believe that building the mobility talent infrastructure necessary to shape the future mobility sector is a key part of this commitment, and our goal is to create one of the world's foremost mobility technology ecosystems in the City of Detroit. To learn more about what we believe and why now is the time to focus on the effort, visit www.detroitmobilitylab.org.

About Jessica Robinson

Jessica Robinson is Executive Director of the Michigan Mobility Institute where she works to accelerate the development of talent for the growing mobility industry. Starting in 2021, the Michigan Mobility Institute will offer the first-of-its-kind Master of Mobility program. The Institute is the first initiative of the Detroit Mobility Lab which she co-founded to focus on building the mobility talent infrastructure necessary to shape the sector's future within the City of Detroit.

Jessica previously led the development of next-generation mobility efforts at Ford Smart Mobility where she was Director, City Solutions and at Zipcar where she held roles in growth, operations, and marketing across North America. Jessica's background in technology and innovation includes prior work launching startup accelerator programs at Techstars with industry-leading corporate partners. She is an active startup mentor and micro lender who invests in women entrepreneurs and business owners in Detroit.