

**Nicholas Cole**  
**Senior Vice President of Sales**

Nicholas Cole is a senior global business leader with expert knowledge in the mobility, transportation and automotive sectors.

Nicholas's experience is highlighted by expertise in developing and launching new businesses and leading cross-organizational change by evangelizing new technologies, streamlining existing business processes and turning around under-performing business units.

Nicholas has worked closely with local governments and third-party stakeholders as part of the strategic process for introducing new disruptive mobility solutions.

Nicholas most recently served as President of Zipcar International, responsible for the transformation and expansion of the brand throughout the EMEA and APAC Regions. Previous experience includes serving as the former CEO of Daimler AG's Car2Go division, leading the North American launch of the start-up car-sharing business. His responsibilities included developing the business from a pilot project to a viable enterprise with 14 markets throughout North America.

Nicholas also has over two decades of experience in the automotive industry with a base in mobility.