



**Adam Wu**

## **Executive Vice President and General Manager BU Automotive & Specialty Lamps ams-OSRAM AG**

Adam has 25 years of experience in the automotive industry. Since 2023, he has been Executive Vice President and General Manager of the Business Unit Automotive & Specialty Lamps and member of the company's Executive Committee.

Adam has held various management positions for ams OSRAM/OSRAM in APAC, US and Germany over the past 20+ years. With education background in physics and illumination engineering, Adam has been in Sales & Marketing for most of his career.

Adam started his career at Panasonic as sales representative. In 1998, he joined China automotive sales team at OSRAM Group and became national automotive sales manager in 2001. After management functions in OEM sales for general lighting, product marketing and technical support, he rejoined the automotive team as regional OEM sales head for the Asia Pacific (APAC) region.

In 2014 he took the responsibility of Vice President sales & marketing for the automotive business in North America (NAFTA) region, before heading the regional Business Unit in APAC, first for OSRAM Group and since 2021 for ams OSRAM Group. In 2023, Adam moved to Europe to head the Business Unit Automotive & Specialty Lamps as Executive Vice President and General Manager.