

Josh Batie

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VICE PRESIDENT OF MOBILITY & AUTONOMOUS VEHICLES

Automotive Allstar | Innovation | Leadership | Value Creation | Solutions Oriented

Strategic automotive leader with over 20 years of experience across retail field operations, dealership networks, OEM innovation, and future mobility. Known for successfully scaling dealership performance, integrating new technologies, and delivering customer-focused solutions across over 200 rooftops globally. Combines deep operational insight with next-generation thinking on connected vehicles, fixed ops, retention, and service innovation.

CORE COMPETENCIES

- Multi-Dealer Network Leadership
- Customer Lifecycle & Retention
- Franchise Development
- Sales, Fixed Ops, and Service Optimization
- Tech-Enabled Mobility Solutions
- Fleet Management Enablement
- Strategic Investments & Growth Planning
- M&A, Buy/Sell Execution

EXPERIENCE

Toyota Motors North America & Toyota Connected NA

Plano, Texas, 2016 – 2025

Toyota has successfully transitioned into a dynamic mobility company, celebrated for its innovative, sustainable vehicles and its robust dealer support network. As a pioneer in hybrid and EV technologies, Toyota deeply invests in its dealership partners, providing comprehensive training, cutting-edge tools, and strategic guidance for market navigation. The company empowers dealers to offer diverse mobility services and partner with autonomous vehicle tech, ensuring they lead in shaping future transportation. Toyota's global influence and portfolio directly strengthen its dealerships, positioning them as key players in creating a sustainable mobility ecosystem beyond conventional auto boundaries.

Vice President of Autonomous Vehicles & Aviation Mobility (2023 – 2025)

My efforts leading Toyota's North American Level 4 AV and flying eVTOL initiatives are fundamentally about preparing dealerships to meet evolving customer needs, securing their relevance and growth in the future mobility landscape. I established strategic partnerships (e.g., May Mobility, Aurora, Joby Aviation) and defined product requirements and roadmaps. My work on manufacturing processes, supplier contracts, and securing funding will enable new dealership revenue streams (AV servicing, fleet management) and provide essential training and infrastructure for these revolutionary technologies at the retail level.

Significant accomplishments:

- Led Toyota's multi-billion-dollar investment strategy for US Level 4 AVs, defining product roadmaps and manufacturing processes. **This work ensures dealerships are prepared to service and operate these advanced vehicles, creating new revenue streams and evolving business models.**
- Expanded Toyota's Level 4 AV strategy by proactively partnering with new and existing AV technology companies like May Mobility and Aurora. **Securing new agreements means dealerships gain access to a broader portfolio of cutting-edge AV solutions, enhancing future market competitiveness.**
- Optimized Toyota's AV product approach by aligning features with varying customer needs, gaining approval for the first robo-taxi and defining purpose-built vehicles. **This empowers dealerships to tap into new market segments like fleet sales and service, diversifying their customer base.**
- Successfully convinced third-party fleet companies to commercialize Toyota's AV robo-taxi solution, identifying seven potential owner/operator partners and initiating significant discussions. **This directly supports dealerships by creating a clear path for large-scale AV adoption, driving increased service volume, and fostering new fleet management partnerships.**
- Collaborated with Toyota engineering on a \$400M investment in Joby Aviation, ensuring Toyota's expertise shapes eVTOL development. **This foresight prepares dealerships for potential involvement in eVTOL sales, service, or infrastructure support, readying them for a new dimension of transportation.**

Vice President & Chief Product Owner of Connected Vehicle Services (2017-2022)

I led the product vision and lifecycle for all out-of-car connected vehicle services, OEM mobile apps, and a fleet management platform, also optimizing connected vehicle value chain monetization. My focus on customer-centric solutions delivered cutting-edge tech that positioned Toyota at the forefront of digital connectivity. This directly equips the Toyota dealer network with advanced tools for customer retention, streamlined service, new fleet management revenue, and an enhanced digital ecosystem, fostering stronger customer engagement throughout ownership.

Responsibilities & Significant accomplishments:

- All previous General Manager Responsibilities + NA CPO responsible for all out-of-vehicle connected vehicle products and services, cultivating an annual enterprise value exceeding **+150M annual company profit.**

General Manager & Chief Product Owner of Connected Vehicle Services

- All previous Group Manager Responsibilities + NA CPO for the Toyota, Lexus, and Subaru mobile apps used by over 3M owners, as well as all 'Software Defined Vehicle Architecture' Value Chain initiatives **projected to create \$125M in enterprise value.**

Group Manager & Chief Product Owner of Connected Vehicle Services

- All previous Senior Manager Responsibilities + NA CPO for Toyota dealer rental vehicles and the Hui car-sharing service, fleet management platforms that **enabled over 1500 operators to manage their fleets of vehicles.**

Senior Manager & Chief Product Owner of Connected Vehicle Services

- NA PO responsible for delivering 16 new connected vehicle big-data services **projected to generate \$1.1 billion in enterprise value over the next seven years.**

EARLIER PROFESSIONAL EXPERIENCE

Toyota Motors North America

Plano Texas, 2017

A global leading automotive manufacturer and mobility company known for innovation and sustainability, leading quality and technologies.

Senior Manager of North America Sales Operations

Managed day-to-day U.S. sales operations responsible for sales of over 2M+ vehicles a year.

Lexus International Marketing Communications

Led the launch a new global Lexus marketing platform, including orchestrating the international reveal of the Lexus yacht, garnering significant brand visibility and recognition.

Nissan North America

Cincinnati OH, and Seattle, WA, 2013-2016

Nissan Motor Company is a global automotive manufacturer recognized for its innovation, producing a diverse range of vehicles and advancing sustainable mobility solutions.

Regional Vice President

Managed 62 Nissan dealerships in the Pacific Northwest across six states, overseeing vehicle supply, sales, parts, service, customer satisfaction, and market representation that delivered \$798.54 million in new vehicle sales revenue, \$41.6 million in parts and service sales revenue, and \$121.5 million marginal profit.

Area General Manager

Managed 48 dealerships across six states, overseeing vehicle supply, sales, parts, service, customer satisfaction, and market representation that delivered \$541.2 million in new vehicle sales revenue, \$24.6 million in parts and service sales, a 2.3% vehicle market share, third among highest Nissan Areas in the US.

Accenture

Orange County, CA 2011-2013

Accenture is a multinational professional services firm providing a broad spectrum of consulting and technology solutions globally.

Strategy Consultant & Account Lead

Spearheaded strategic engagements with prominent industry leaders, including Toyota, Honda, Nissan, Harley-Davidson, Porsche, Mercedes, and Caterpillar delivering a multitude of services that resulted a significant customer value and high marginal profit results for the firm.

Fisker Automotive

Orange County, CA 2009-2011

Fisker Automotive is an electric vehicle manufacturer known for its sustainable and stylish designs, committed to delivering innovative and environmentally friendly mobility solutions.

Global Director of Aftersales Activities and Guest Relations

Oversaw the launch of the Fisker brand, led global operations for parts, service, and customer support, and played a key role in selecting and establishing the initial dealer franchises.

Toyota Motor Sales

San Francisco, CA 2003-2009

A global leading automotive manufacturer and mobility company known for innovation and sustainability, leading quality and technologies.

Various Field Sales Operations Management Roles

Managed 38 stores across three distinct metro markets and successfully launched the Scion brand in Northern California.

EDUCATION

The Wharton School, University of Pennsylvania

MBA, focusing on Finance & Accounting

Arizona State University

Bachelor of Business, focusing on Marketing