



Lars Reger

Automotive Chief Technology Officer (CTO)
Business Unit Automotive
NXP Semiconductors



Biography

Lars Reger is Senior Vice President and Chief Technology Officer of NXP's Automotive business unit. NXP is the world's largest supplier of automotive semiconductors and driving the market for securely connected, self-driving cars. Focus areas in its portfolio are secure and smart car access, car infotainment, advanced driver assistance systems, in-vehicle networks, body, and safety. As CTO, Lars is responsible for managing R&D and new business activities for NXP Automotive.

Prior to joining NXP in 2008, Lars gained deep insight into the microelectronics industry – with a strong focus on the automotive sector – in various functions with Siemens, Infineon, Siemens VDO and Continental. Before joining NXP, Lars was Director of Business Development and Product Management within the Connectivity business unit at Continental. His past roles at Infineon included Head of the Process and Product Engineering departments, Project Manager for Mobile System Chips, and Director of IP Management. He began his career with Siemens Semiconductors as Product Engineer in 1997. Lars holds a university degree in physics from Rheinische-Friedrich-Wilhelms University of Bonn and an executive MBA from London Business School.