Goodyear’s Role in Emerging Mobility Trends

Mr. Chris Helsel
Senior Vice President and Chief Technology Officer
The Goodyear Tire & Rubber Company

As mobility evolves, the tire is the only part of a vehicle that touches the ground. Leveraging this critical position, Goodyear is preparing for the emerging trends in mobility, which they call FACE, representing Fleets, Autonomous Vehicles, Connected Vehicles and Electric Vehicles. These FACE trends are being driven by automobile manufacturers, regulations, and consumer desires like convenience and sustainability.

Goodyear has led innovation in the global tire industry with more than 120 years of tire and vehicle expertise, ranging from passenger vehicles and commercial trucks to aircraft and earthmovers and they continue to do so today with new technologies, materials and virtual capabilities. Goodyear is also embracing digital technology, such as unique predictive servicing solutions to service emerging fleet customers and sensor-enabled products where tires are translating the road for drivers and vehicles. All of this is made possible through recruiting the right people and collaborating with like-minded partners like suppliers, universities and through our new corporate venture fund.

Biography:
Chris Helsel is Senior Vice President and Chief Technology Officer for The Goodyear Tire & Rubber Company. As traditional tire innovation and design become increasingly complex, Goodyear's products and services also are becoming an integral part of the connected car, which operates in an emerging mobility ecosystem. In that environment, Chris's deep tire industry experience, his track record of driving change and delivering results in challenging assignments, along with his curiosity and passion to win are a perfect combination to drive Goodyear's innovation.

He joined Goodyear in 1996 and spent the early years of his career working in computer modeling, tire design and technology for consumer, commercial and racing tires. In 2010, he was named a global director, overseeing development of technology for consumer and commercial truck tires, before relocating to Goodyear’s Innovation Center in Luxembourg as director of technology programs. He went on to lead the company’s commercial truck tire retread business in North America prior to assuming a role as director, North America commercial and global off-highway technology at Goodyear.

Helsel earned his undergraduate degree in mechanical engineering from Cleveland State University and his Master’s in the same discipline from The University of Akron.