

## Session 3C

### Data Marketplace - How to actively engage with your ecosystem. Use case in the aftermarket & mobility industry



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**Bio:** *Ludovic Codeluppi is Business Data Lead at Afteriize, a Mobivia brand. Mobivia is the leader in the automotive and mobility sector with multi-brand car maintenance banners like Midas, Norauto and ATU. Afteriize is the Aftermarket & Mobility Data Marketplace, a secure data exchange platform to facilitate the collection, centralization, distribution, exchange and monetization of non-personal data. Prior to Afteriize, Ludovic worked for 7 years at the purchasing department of Mobivia, where he held positions of International Product Leader and International Key Account Manager. Before that, he worked for more than 6 years at Faurecia. Ludovic Codeluppi holds a master's degree from INSA, the National Institute of Applied Sciences.*

**Brief description:**

**Abstract:**

**Key words:** *data ecosystem, data business, automotive aftermarket, mobility*