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## **AUVSI and SAE International Complete Inaugural Business of Automated Mobility Forum, Announce Sequel**

*Industry experts share insights on the opportunities, challenges of automated mobility*

**ARLINGTON, Va. (July 15, 2021)** – The [Association for Unmanned Vehicle Systems International \(AUVSI\)](#) and [SAE International](#) completed the inaugural [Business of Automated Mobility \(BAM\) Forum](#) last month, June 23-24, 2021. The two-day digital event brought together companies that are building the future of mobility to create an actionable roadmap to success and centered on the theme of path to profitability for unmanned aircraft systems (UAS) and autonomous vehicles (AVs).

“When we approached this new event series with AUVSI, our shared goal was clear,” said Raman Venkatesh, executive vice president and chief operating officer at SAE International. “Beyond the usual technical considerations, we identified a need for targeted discussion on how the business side of technology can enable the industry to take a 360 degree approach to creating products that will be in demand by consumers and enterprise businesses.”

The June event featured keynotes from notable industry leaders **Adam Bry, CEO & Co-founder, Skydio**, and **Mark Rosekind, Ph.D., Chief Safety Innovation Officer, Zoox**, sharing their candid experiences navigating the growth of their businesses. Live panels also featured spirited debates among panelists confronting the current realities of mobility technologies, deployment hurdles, and innovating amidst shifting regulatory environments and societal acceptance. Attendees actively engaged speakers with questions and weighed in directly via interactive roundtable discussions following each session.

Feedback from event attendees and sponsors validated the approach to focus beyond the hype of the technology in favor of addressing actionable solutions to real business challenges, and provided constructive guidance on enhancements to the format and topics for future events.

“The June event showed that this partnership and this focus can provide real value to the community,” noted Brian Wynne, president and chief executive officer of AUVSI. “We’re excited to continue that momentum into the fall with a new event in the series focused on urban air mobility (UAM) and advanced air mobility (AAM). The Flight Path to UAM/AAM will address the business models and operational frameworks that will enable this rapidly emerging market to develop safely while providing optimal value to society and business.”

The Flight Path to UAM/AAM will take place virtually on November 2-3, 2021. The [call for presentations](#) is accepting submissions until September 10, and free [registration](#) is currently available.

For more information about the Business of Automated Mobility Forum, please visit: [www.bam-forum.org](http://www.bam-forum.org).

**Media interested in attending the event should [register here](#).**



### **About AUVSI**

The Association for Unmanned Vehicle Systems International (AUVSI) — the world's largest non-profit organization dedicated to the advancement of unmanned systems and robotics — represents corporations and professionals from more than 60 countries involved in industry, government and academia. AUVSI members work in the defense, civil and commercial markets. For more information, visit [www.auvsi.org](http://www.auvsi.org).

### **About SAE International**

SAE International is a global association committed to advancing mobility knowledge and solutions for the benefit of humanity. By engaging nearly 200,000 engineers, technical experts and volunteers, we connect and educate mobility professionals to enable safe, clean, and accessible mobility solutions. We act on two priorities: encouraging a lifetime of learning for mobility engineering professionals and setting the standards for industry engineering. We strive for a better world through the work of our philanthropic SAE Foundation, including award-winning programs like A World In Motion® and the Collegiate Design Series™. More at [www.sae.org](http://www.sae.org).

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