



Glenn Mercer

*Glenn Mercer, an automotive industry analyst with more than three decades of experience, which includes 20 years as a partner at McKinsey & Company, leading that firm's automotive practice in hundreds of client studies. Since 2007 he's been an independent advisor to venture capital and equity investors, some of whom are in the automotive world.*

*Serving as a board member for several automotive firms, an expert witness in auto-related legal cases and a lecturer on the industry, Glenn constantly refreshes his knowledge with research projects. He recently completed a study on the future of automotive retail for the National Automobile Dealers Association and is currently working on a project for NAAA to address the growing shortage of service technicians.*