



Edward A. Robinson

SENIOR ADVISOR | FINANCIAL SERVICES

Ed Robinson is a seasoned entrepreneur and industry veteran with over 40 years of experience in all disciplines of automotive wholesale, dealership operations, automotive lending, and strategic consulting for the financial services industry.

e EdRobinson@openlending.com
p 201.370.1140

Ed has been honored to lead, launch and cultivate numerous companies within the BMW Group's global organization and other personal entrepreneurial ventures. Passionate about innovation and excellence, his work has remained committed to driving positive disruption and significant growth within the automotive industry.

Ed joined Open Lending in 2018 as Senior Advisor, Financial Services. He is responsible for driving business development of the Lenders Protection Program with the captive lending arm of the domestic and import automotive segment. Through his industry affiliations, Ed is building new relationships for Open Lending by educating potential clients and partners on the advantages of extending customer loyalty while mitigating risk. He supports negotiation and engagement structures for new business, as well as monitors performance of established business for revenue optimization.

A highly sought after automotive and financial services industry expert, Ed founded Robinson Advisory Services, LLC in 2017. Through his firm, he provides consulting to various automotive and financial services entities and continues to lead change in the digital marketplace. He serves clients across a broad spectrum of domestic and international businesses including Private Equity, Fintech, Retail Acquisition, and Data Aggregation.

Prior to his consulting firm, Ed held a number of Executive roles within the Automotive Industry. In 2017, he served as President and CEO of Midwestern Auto Group where he led the development of a luxury automotive business representing 14 European franchises generating annual sales of over \$190M.

Previously, Ed served in multiple roles for BMW Group Financial Services including leading the America's Region as President and CEO, and member of the Board of Directors for 11 years. He spearheaded BMW Group Financial Services initiatives across the America's by providing strategic direction and operational leadership for BMW, Rolls Royce, MINI, Alpera, and up2drive.com branded products. During that time he also served as President of BMW i-Ventures. While maintaining leadership for the operational functions as Chief Operating Officer of BMW North America, in 2002 Ed was also appointed to the Executive Board of BMW of North America. There he was in charge of business strategy, production allocations, financial performance, and organization development of the US business. As a Senior Executive of the BMW Group, Ed's leadership roles also included Vice President of BMW Motorcycles and President and CEO of BMW Canada. Ed founded BMW Financial Services Canada during his tenure.

Ed received his Bachelor's and Master's degree in Business Administration from St. John's University. He holds a Post-Masters Certificate in Financial Management from Hagan School of Business at IONA college. He attended Harvard Law School where he completed the Harvard Public Dispute Program. Ed currently resides in the greater New York City area.



Founded in 2000, Open Lending, LLC works exclusively with automotive lenders by providing loan analytics, risk-based pricing, risk modeling and automated decision technology. Based in Austin, Texas, the company services over 400 financial institutions nationwide.

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