

## Jon McNeill joins TIER as Chief Strategy Advisor and head of newly appointed Advisory Board

- **Former Tesla President and Lyft COO Jon McNeill acts as Chief Strategy Advisor to support TIER on their path to build the world market leader for micro-mobility**
- **High-level experts Ela Osterberger, Eric Bowman and Patrick Kua complete the newly established Advisory Board**
- **The Advisory Board will act as consultants to management and employees with their vast experience of building industry leading companies**

**Berlin, 09 September 2020** – TIER, the leading European micro-mobility operator, announced the creation of its Advisory Board led by former Tesla and Lyft executive Jon McNeill.

Jon McNeill joins TIER as Chief Strategy Advisor and acts as sounding board to senior management to support strategic decisions. Ela Osterberger, Director of Data Science at Deliveroo, Eric Bowman, Senior VP Engineering at TomTom, and Patrick Kua, former CTO and Chief Scientist at N26, complete the newly formed committee of trusted advisors to each support their respective area of expertise and drive personal development of employees.

*Lawrence Leuschner, CEO and co-founder TIER, said:* “We are extremely proud to have convened a team of world-class experts, entrepreneurs and leaders as advisors for TIER. Jon, Ela, Eric and Patrick will support our growth as a company and foster our market leadership with their broad expertise. We can’t wait to Change Mobility for Good with them.”

*Jon McNeill said:* “It is more than impressive what TIER has achieved in the short space of two years. The passion and the speed reminds me of my time at Tesla. For

me, TIER is best positioned to be the world market leader for micro-mobility and I am proud to support them on their path.”

## The members of the Advisory Board

**Jon McNeill**, an established serial entrepreneur, was President at Tesla and part of the team that grew the company’s revenue from a \$2 billion annual run-rate to a \$20 billion annual run-rate. After that he served as COO for Lyft and is now building businesses with a positive impact on society and the world at large as CEO at DVx Ventures.

**Ela Osterberg**, counseling TIER’s Data and Business Intelligence team, is one of the UK’s Top 20 Women in Data of 2019. She is the Director of Data Science at Deliveroo - one of the UK’s most valuable startups with one of the largest Data Science teams.

**Eric Bowman**, supporting structural development in the Tech department, brings along decades of experience in designing & delivering large-scale commercial software systems. He is currently working as Senior Vice President Engineering at TomTom.

**Patrick Kua**, giving guidance in regards to tech leadership, has led the growth of the Tech team as Chief Technology Officer and Chief Scientist at N26 for more than two years and is known for book contributions like „Building Evolutionary Architectures“.

++ENDS++

## About TIER Mobility

TIER Mobility is Europe's leading provider of micro-mobility with a mission to change mobility for good.

The company is a driving force behind the change in the transport sector, which aims to significantly reduce car traffic in cities by providing people with a wide range of electric vehicles.

As part of its commitment to sustainability, the company has adopted the United Nations' Sustainable Development Goals (SDGs) as a guiding framework and has set a clear agenda for reducing and offsetting emissions. As a result of these measures, TIER Mobility has been a climate-neutral company since January 2020.

TIER Mobility operates in 70+ cities in 9 countries. The company is headquartered in Berlin and employs about 500 people. Founders of the company are Lawrence Leuschner, Matthias Laug and Julian Blessin.

The company's existing investors are Mubadala Capital, Goodwater Capital, White Star Capital, Northzone and many more. In addition, there are selected business angels and individual investors like Formula 1 World Champion Nico Rosberg.

For more information about TIER Mobility, please visit [www.tier.app](http://www.tier.app). You can find more pictures [here](#).

## **Press contact**

David Krebs  
Public Relations  
[press@tier.app](mailto:press@tier.app)