

Pedram Faghfouri - Portfolio of Products

These are products, concepts, and innovations whose development and release I have either managed, or led operationally myself, or contributed to significantly.

Note: Some products were released after my tenure. For these products, I drove and sponsored the early phase of R&D from Product Management perspective.

BMW Group

My role: Product Manager in charge for MINI's next generation vehicles, innovations, and business models
Tenure: 2015-2018

MINI Vision Next 100

Tag line: Every MINI is my MINI

[Product overview](#)

[Intro video](#)

World premiere: 2016

Haptic ultrasonic feedback for gesture control of holographic displays

Tag line: HoloActive Touch system

[Product overview](#)

[Intro video](#)

World premiere: 2017

MINI John Cooper Works

Tag line: MINI thrill maximised

[Product overview](#)

[Intro video](#)

Market launch: 2017

MINI Yours

Tag line: From the original to the personalised unique special

[Product overview](#)

[Intro video](#)

Market launch: 2017

BMW X2City

Previously announced and planned as [MINI Citysurfer](#)

Tag line: Premium Last Mile Mobility - Electric Kick-Scooter

[Product overview](#)

[Intro video](#)

Market launch: 2018

MINI John Cooper Works GP

Tag line: The fastest MINI ever

[Product overview](#)

[Intro video](#)

Market launch: 2019

MINI Vision Urbanaut Concept 2030

Tag line: Make it your space

[Product overview](#)

[Intro video](#)

World premiere: 2020

MINI Lifecycle Impulse

Tag line: Second facelift of 3rd gen. MINI to prolong lifecycle

[Product overview](#)

[Intro video](#)

Features worked on during tenure: Multifunctional Digital Instrument Panel, Human-Machine-Interface concept for Infotainment, Interior & Exterior Lighting, Multitone roof

Market launch: 2021

MINI sustainability and recyclable material application

Tag line: Big love for the planet

[Product overview](#)

[Intro video](#)

Market launch: 2021

MINI Concept Aceman 2022

Tag line: Charismatic simplicity

[Product overview](#)

[Intro video](#)

Features worked on during tenure: Light guides and reception lights, circular infotainment display, sustainable materials, minimalist interior focusing on essentials, illuminated and smart fabric surfaces, personalized modes, 3D printed accessories, Union Jack roof braces

World premiere: 2022

BMW DEE Digital Vision Concept 2023

Tag line: The Ultimate Companion

[Product overview](#)

[Intro video](#)

Features worked on during tenure: Head-up Display across the whole windshield, illuminated display surfaces, AI based emotionally responsive personal companion (next gen. voice assistance), color changing exterior via [E Ink](#)

World premiere: 2023

Market launch: 2025 (planned)

MINI's Next Generation 2024+

World premiere: 2023

Market launch: 2024

[Keynote Introduction](#)

MINI Cooper

Tag line: The new all-electric MINI Cooper

[Intro video](#)

MINI Countryman

Tag line: The new all-electric MINI Countryman

[Intro video](#)

New Interaction Unit & Tech Stack

Tag line: Introducing the new digital heart of MINI

[Product Overview](#)

[Intro video](#)

Experience Modes

Tag line: Experience Modes [...] let you totally change the lights, sounds, interface and vibes [...].

[Intro video](#)

TRAKTOR (a Division of Native Instruments)

My role: General Manager & Senior Director of Products of TRAKTOR

Tenure: 2018-2022

TRAKTOR PRO 3.0

Tag line: Professional 4-deck DJ software

[Product overview](#)

[Intro video](#)

Market launch: 2018

TRAKTOR KONTROL S2

Tag line: Play-anywhere 2-channel DJ controller

[Product overview](#)

[Intro video](#)

Market launch: 2018

TRAKTOR KONTROL S4

Tag line: 4-channel DJ controller with patented Haptic Drive™

[Product overview](#)

[Intro video](#)

Market launch: 2018

TRAKTOR DJ 2

Tag line: Free DJ software for Desktop and iPad

[Product overview](#)

[Intro video](#)

Market launch: 2019

TRAKTOR KONTROL S3

Tag line: Essential 4-channel DJ controller

[Product overview](#)

[Intro video](#)

Market launch: 2019

TRAKTOR PRO 3.1-3.7 Desktop Software

Tag line: Professional 4-deck DJ software

Frequent user facing features and maintenance/compatibility related updates, example:

[Intro video 3.2](#)

Market launch: 2019-2022

Various 3rd party integrations via SDK/API

Examples:

[Intro video](#) SoundCloud integration 2019 in TRAKTOR DJ 2

[Intro video](#) Beatport integration 2021 in TRAKTOR Pro 3.5

Market launch: 2019-2022

TRAKTOR PRO Plus subscription plan

Tag line: Elevate your DJ sets with our new add-on subscription

Introducing an unprecedented paradigm by [sharing](#) the feature roadmap with Users

[Product overview](#)

[Intro video](#)

Market launch: 2022

TRAKTOR KONTROL X1 MK3

Tag line: X1. Of a kind.

[Product overview](#)

[Intro video](#)

[Product video](#)

Market launch: September 2023 (Initiated and oversaw the project 2020-2022 up until [DVT phase](#))