



Cepton Appoints Mitch Hourtienne to Chief Commercial Officer

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Automotive and semiconductor industry veteran continues to enable business growth by driving commercial strategy and execution as Cepton expands leadership in lidar adoption

SAN JOSE, Calif.--(BUSINESS WIRE)--Sep. 19, 2023-- Cepton, Inc. ("Cepton" or the "Company") (Nasdaq: CPTN), a Silicon Valley innovator and leader in [high-performance lidar solutions](#), today announced the appointment of [Mitch Hourtienne](#) to Chief Commercial Officer, overseeing the Company's business growth and market success.

In the newly created role, Mr. Hourtienne will continue to lead Cepton's business development, product management and marketing teams to solidify the Company's leadership in automotive and smart infrastructure markets and strengthen strategic partnerships with world-class industry leaders.

Mr. Hourtienne joined Cepton in 2018 and played a pivotal role in establishing the Company's [center of excellence](#) in Detroit, serving the automotive heartland with multi-decade expertise in OEM integration and sensor technology. Mr. Hourtienne's contributions were also instrumental in securing Cepton's flagship ADAS lidar series production award with General Motors and in [strengthening its partnership](#) with world-leading Tier 1 supplier, Koito Manufacturing Co., Ltd. Prior to joining Cepton, Mr. Hourtienne amassed twenty years of experience winning and launching sensor product businesses in the automotive and semiconductor industries, having held positions in engineering, product management and business development at global leaders such as Sensata Technologies, Freescale Semiconductor, Infineon and Continental.

"Mitch has been with our core founding team since the second year of Cepton's existence," said Dr. Jun Pei, CEO and Co-founder of Cepton. "Winning automotive business is quite a difficult feat to achieve, and I'm fortunate to have Mitch's experience and insight as we traverse the early stages of lidar adoption into our next phase of the business. He played a crucial role in securing the GM business and possesses the expertise to align all essential elements for the Company's future growth."

Mr. Hourtienne adds: "As automotive OEMs adopt new technologies for their new vehicle platforms, Cepton remains at the forefront of enabling lidar deployment in everyday consumer vehicles. We have successfully combined technical prowess, commercial excellence and Tier 1 partnerships to further accelerate OEM adoption of reliable, high-performance lidar. I'm proud to be working side by side with the founding team and key technical leaders here at Cepton."

About Cepton, Inc.

Cepton is a Silicon Valley innovator of lidar-based solutions for [automotive](#) (ADAS/AV), [smart cities](#), [smart spaces](#) and smart industrial applications. With its patented Micro Motion Technology (MMT®), Cepton aims to take lidar mainstream and achieve a balanced approach to performance, cost and reliability, while enabling scalable and intelligent 3D perception solutions across industries.

Cepton has been awarded the largest known ADAS lidar series production award in the industry to date, based on the number of vehicle models awarded, to support General Motors' Ultra Cruise program. Cepton is also engaged with all other Top 10 global OEMs.

Founded in 2016 and led by industry veterans with decades of collective experience across a wide range of advanced lidar and imaging technologies, Cepton is focused on the mass market commercialization of high performance, high quality lidar solutions. Cepton is headquartered in San Jose, CA and has a center of excellence facility in Troy, MI to provide local support to automotive customers in the Metro Detroit area. Cepton also has a presence in Germany, Canada, Japan, India and China to serve a fast-growing global customer base. For more information, visit www.cepton.com and follow Cepton on [Twitter](#) and [LinkedIn](#).

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