



32nd Annual **INCOSE**
international symposium

hybrid event

Detroit MI USA
June 25 - 30, 2022

**KEYNOTE
SPEAKER**

Carla Bailo

Center for Automotive Research (CAR)



Mobility and System Engineering Integration

Biography. Carla Bailo is the President and CEO of the Center for Automotive Research (CAR), and is a leader in engineering and vehicle program management with 42 years of experience in the automotive industry. Under her leadership, CAR continues to be a preeminent resource of objective and unbiased research, analysis, and information regarding the North American automotive industry.

In addition to her role at CAR, Ms. Bailo is currently an Independent Director on the corporate boards for SM Energy (SM) and Advance Auto Parts (AAP).

Prior to joining CAR, she was most recently the assistant vice president for mobility research and business development at The Ohio State University. She also has 25 years of experience at Nissan North America, Inc., where she served as senior vice president of research and development. Ms. Bailo also spent 10 years at General Motors. She has a MS degree in mechanical engineering from the University of Michigan and a BS degree in mechanical engineering from Kettering University.

Abstract. The automotive and mobility industries have been experiencing undergoing dramatic shifts in the last decades. Emerging modern methodologies such as electrification, digitalization, artificial intelligence (AI), connectivity, automation, and shared mobility have collided with new ways to move people and goods. This technology is driving innovations such as mobility charging solutions, ride-hailing and sharing, and robotics. This is totally disrupting the mobility ecosystem of today and creating a much more equitable future.

This presentation will review the industry and technology updates its systems engineering impact on product development, infrastructure, and more.