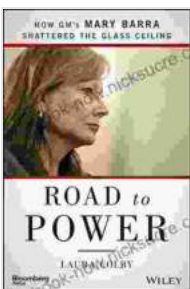
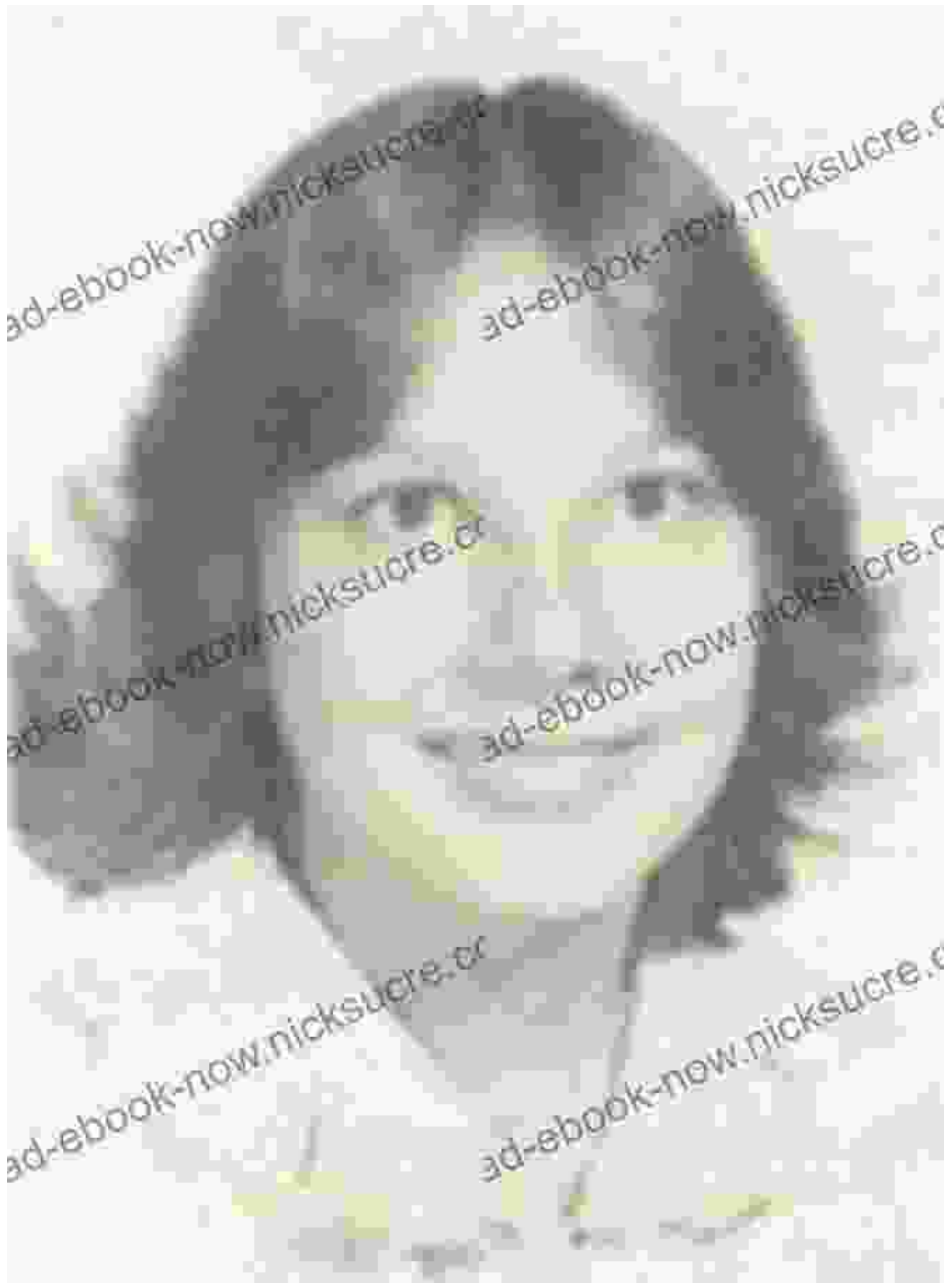


How GM Mary Barra Shattered the Glass Ceiling: A Trailblazing Journey of Leadership and Resilience

In the male-dominated world of the automotive industry, Mary Barra's ascent to the helm of General Motors (GM) in 2014 marked a groundbreaking moment. As the first female CEO of a major automaker, Barra's appointment shattered the glass ceiling and sent a resounding message of empowerment and possibility to countless women and girls worldwide.

Early Life and Education



Road to Power: How GM's Mary Barra Shattered the Glass Ceiling (Bloomberg) by Laura Colby

★★★★☆ 4.1 out of 5

Language : English
File size : 3554 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled

Print length : 175 pages
Lending : Enabled



Mary Teresa Barra was born on December 24, 1961, in Royal Oak, Michigan. Her passion for cars and engineering manifested at an early age. She earned a Bachelor's degree in Electrical Engineering from General Motors Institute (now Kettering University) and later completed an MBA from Stanford University.

A Career in the Automotive Industry

Barra joined General Motors in 1980 as a co-op student. She held various leadership positions within the company, including roles in manufacturing, product development, and quality control. Barra's exceptional performance and dedication earned her industry-wide recognition and respect.

Breaking Barriers at GM



In 2013, Barra was appointed Executive Vice President for Global Product Development, Purchasing, and Supply Chain. This made her the highest-ranking woman in GM's history. Her leadership during the company's massive recall crisis that year demonstrated her crisis management skills and commitment to safety.

Becoming CEO: A Historic Milestone

On January 15, 2014, Barra was named the CEO and Chairman of General Motors. Her appointment was met with widespread admiration and anticipation. As the first female CEO of a major automaker, Barra's achievement was a testament to her hard work, determination, and the changing landscape of the industry.

Transforming GM under Barra's Leadership

Under Barra's leadership, General Motors underwent a significant transformation. She implemented a customer-centric strategy, focusing on innovation, quality, and safety. Barra also led GM's transition to electric vehicles, recognizing the potential for sustainable transportation.

Industry Recognition and Accolades



Barra's accomplishments have been widely recognized. She has received numerous awards, including *Forbes'* "World's Most Powerful Women" and *Fortune's* "Businessperson of the Year." In 2018, Barra was inducted into the Automotive Hall of Fame, becoming the first female honoree.

Challenges and Obstacles

Despite her success, Barra has also faced challenges and biases in her career. She has been criticized for her handling of the ignition switch recall crisis and for her company's slow response to sustainability concerns. However, Barra has remained resilient and committed to overcoming adversity.

Inspiration and Role Model

Mary Barra's journey is an inspiration to women and girls everywhere. She has shattered stereotypes and demonstrated that leadership is not limited by gender. Barra's unwavering determination and belief in herself are a testament to the power of perseverance and the importance of pursuing one's passions.

Legacy and Impact

HOW GM's MARY BARRA
SHATTERED THE GLASS CEILING



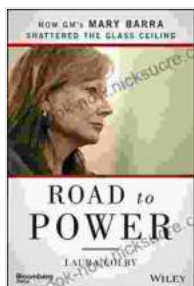
ROAD *to*
POWER

LAURA COLBY

WILEY

Mary Barra's legacy as a trailblazing CEO will undoubtedly endure. She has transformed General Motors and the automotive industry, while also inspiring generations to come. Barra's impact extends beyond the business world, as she has become an advocate for gender equality and STEM education.

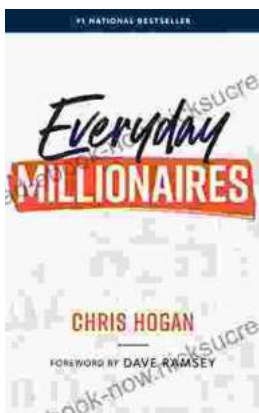
Mary Barra's remarkable journey from a co-op student to the CEO of General Motors is a testament to her leadership, resilience, and passion for the industry. Her accomplishments have shattered the glass ceiling and empowered countless women to pursue their dreams. As an inspiration and role model, Mary Barra continues to leave an indelible mark on the world, shaping the future of the automotive industry and inspiring generations to come.



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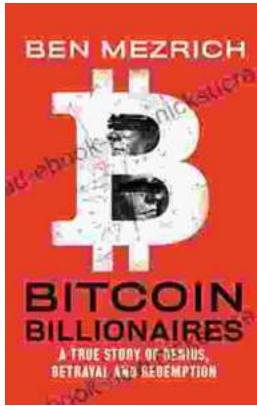
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