



Dr. Peiling Wu-Smith
*Manager and Program Lead,
Global R&D Operations Research
General Motors Company*

Asian American
Most Promising
Engineer
of the Year
Award

Dr. Peiling Wu-Smith joined General Motors' Research & Development (R&D) after completing her Ph.D. in Industrial Engineering and Operations Research at Lehigh University in 2001. During her 14-year GM career, she has progressed through various roles of increasing responsibility. As a program lead and manager in Operations Research, her focus is applying advanced analytics to GM's business and operations. She has made high-impact contributions in global product marketing, market research, supply chain & logistics, and vehicle sales and services.

One of Peiling's most notable accomplishments is the development of novel capabilities for vehicle content packaging and pricing, which has led to a major cross-functional implementation initiative in GM. In recognition for this work, Peiling and her R&D team won a 2014 Boss Kettering Award, GM's highest internal honor for technical invention. In addition, she received a 2013 GM Transformers Award, which recognizes employees who are taking actions to lead the company to world-class competitiveness. Peiling is also the recipient of TeamGM awards, Patent and Record of Invention awards, and Lehigh University Graduate Fellowship and Graduate Student of the Year recognition. She has published in various professional journals and been invited to present her technical work internationally.

Throughout her career, Peiling also has maintained a portfolio of professional and community service affiliations. She served on GM's University Relations Team and as an officer of GM's chapter of the Sigma Xi Scientific Research Society. She is active with the Institute for Operations Research and the Management Sciences (INFORMS), the world's largest society for professionals in these fields. Peiling has represented GM on the INFORMS Roundtable, served as a judge for its Revenue Management Prize, and is a member of the Franz Edelman Award Finalist Selection Committee. In her local community, Peiling has been a volunteer for MathCounts and the Tzu Chi Foundation.

Peiling is married to Scott Smith and has a 3-year-old-son, Brendan. In her spare time, she enjoys spending time with family and friends, volunteering, traveling to national parks, hiking, cross-stitching, and working on jigsaw puzzles.

