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Matthew Tsien

GM Names Tsien As President of China Operations

General Motors China President Bob Socia announced his plans to retire on Jan. 1 after nearly four decades managing a wide range of important GM positions around the globe.

Matthew (Matt) Tsien, vice president of Planning and Program Management for GM China and GM Consolidated International Operations and Strategic Alliances for China, will succeed Socia.

"We appreciate Bob's 38 years of dedicated service and his significant contributions to GM in all of our regions," said Dan Akerson, chairman and CEO of General Motors.

"When Bob was appointed president of our largest market, our plan was for him to help prepare his successor. Matt is now ready to step into the role and we wish Bob the best in his retirement."

As the head of GM's operations in China, Socia led the growth of the company's business there, working with local partners. GM and its joint ventures are on track to sell more than 3 million vehicles this year, a record for the company.

He also helped expand GM's Cadillac portfolio and increased exports to emerging markets.

In his new role, Tsien will become a member of the GM Executive Operations Committee, reporting to Akerson.

"We expect Matt will extend our legacy of strong leadership in China," said Akerson. "He has held significant leadership roles in the company, including several in China. Matt has a deep understanding of China's automotive market and has worked closely with and built excellent relationships with our partners and joint ventures, which will help ensure a smooth transition."

A 37-year veteran of GM, Tsien has extensive experience in engineering, planning and management, both globally and locally. He also has valuable experience leading a joint venture in China as executive vice president of the SAIC-GM-Wuling operations. Having helped negotiate the early joint ventures with SAIC, including Shanghai GM and the Pan Asia Technical Automotive Center (PATAC), he has deep insight into the company's China operations.

Tsien's successor will be announced later.

Analyst 'Hard-Pressed to Think of Anyone More Qualified'

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ment, Purchasing and Supply Chain, Wall said. And he credits GM for the move.

"She brings to the job such a breadth and width of experience," Wall said. "She's had a lot of roles in the company and worked in product development and worked in departments like purchasing. I am hard-pressed to think of someone else as qualified as her to be the new GM CEO."

Wall said that what he finds so interesting about all of this is that "GM has such a deep bench" of strong leaders that it can draw on to continue the company's rebuilding efforts.

GM President - North America Mark Reuss was named to fill Barra's spot, and Alan Batey, senior vice president - Global

Solso, Amman, Reuss, Batey, Girski Move into New Executive Positions

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such as the Cadillac ATS, Chevrolet Corvette, Impala and Silverado pickup.

"The driver's seat of designing and engineering the strongest product lineup in GM's history is the best seat to have," said Reuss. "We're going to keep the pedal down on GM's product resurgence and keep winning new customers."

Alan Batey, currently senior vice president, Global Chevrolet and U.S. Sales and Marketing, will replace Reuss and is named executive vice president and president, North America. Batey, 50, joined GM's Vauxhall operation in 1979 and held several sales, service and marketing positions around the world. In his current position, he has developed the Chevrolet brand's Find New Roads advertising campaign and has overseen a sweeping upgrade of retail sales and service operations at hundreds of U.S. dealerships.

"North America is the foundation of the GM turnaround story and I'm honored to help continue what Mark started," said Batey. "We remain committed to delivering the world's best retail experience to match the world's best cars and trucks."

Steve Girsky, 51, vice chairman, Corporate Strategy, Business Development and Global Product Planning, will move to a senior advisor role until leaving the company in April 2014, Martin said. He will remain on the GM Board of Directors.

Chevrolet and U.S. Sales and Marketing, was named to fill Reuss' position.

"This is a different company from the GM of the past," Wall said. "Even with Akerson retiring, what's left at the top of the company is a core of strong leadership."

"Some of these people, like Reuss, came up through the ranks at GM, and some of them like Dan Ammann, who was just named GM president, came from the outside. In his case, he was managing director and head of Industrial Investment Banking for Morgan Stanley before joining GM in 2010."

Wall also noted that the leadership positions within GM are becoming more defined. While people had their specific jobs, there was a bit of overhang between positions.

"Now that Akerson's retire-

ment is definite, everyone knows their jobs," Wall said. "And now we know their jobs as well. They have a relatively young management team in place to take the company to the next level."

Sheri Perelli, a professor at Wayne State University's School of Business: Department of Management, said that Barra's promotion is unusual in that there aren't a lot of women at the top leadership positions.

"We did a report called 'Women's Leadership in Michigan: Top Public Companies 2003-2013,'" Perelli said. "We looked at the 100 biggest companies in the state and the number of women in top leadership positions there for 10 years. In terms of the auto industry, there wasn't a lot of progress until the Barra announcement."

Perelli said that the report was presented to the public at the 2013 Inforum Center for Leadership Conference that was held at

the Cobo Conference Center in September.

One of the people who spoke at the conference was Dan Akerson, Perelli said. He was asked if a woman would ever head up one of the Big Three companies.

"Akerson said absolutely," Perelli said. "That was back in September."

"I think the announcement of Barra's promotion makes Dec. 10 a special day."

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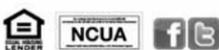


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