IEEE Southeastern Michigan Section in collaboration with IEEE Student Branch, U of Michigan, Ann Arbor

Presents: Dr Ankur Ganguli

Software Defined Vehicles: Changing landscape?

IEEE Southeastern Michigan
Electrical and Electronic Engineers Creating Our Future

Google search for the term 'software defined vehicles' returned about 646M results in 0.33 seconds. The automotive industry is awash with this new buzz phrase. In their report "Rewiring car electronics and software architecture for the Roaring 2020s," futurists from McKinsey & Company are heralding sweeping industry transformation both technically and commercially.

We, GM, are making a splash with our Ultifi Platform that reimagines what it means to own and experience a vehicle and to grow revenue beyond vehicle sales. But what does all this mean for our vehicles – where the rubber meets the road, literally?! This talk will explore the software defined future from a vehicle point of view. Using examples of core vehicle functions like motion control – embedded software that makes our vehicles stop, turn & go – we will dive into the challenges and opportunities that lie ahead and how we can all engage and shape this exciting future.

Speaker Bio:

Ankur Ganguli joined General Motors in 2016 and is currently leading the Vehicle Mechatronic Embedded Controls – Evolving Business Team. Previously within GM, Ankur served in the roles of Director of Battery Pack Engineering and Director of Software Engineering for Vehicle Motion Embedded Controls. Prior to joining GM, Ankur worked at Eaton, where she took on various technical and leadership roles delivering innovations and products with smart and connected technologies across Hydraulics, Aerospace, Vehicle and Electrical Power Management businesses

Quick Summary

- When:

  Date: Dec 5th , 2025

  Time: 03:00 – 5:00 PM (EST/EDT)

- Where:

  2365 LCSIB,
  2200 Hayward St, Ann Arbor, MI 48109

Audience: OPEN to ALL

Sponsored by IEEE Southeastern Michigan Section, VTS Chapter & Univ Mich-AA Student Branch

***Pre-Registration Required!**

https://events.vtools.ieee.org/m/510310

SOUTH-EASTERN MICHIGAN SECTION
IEEE

IEEE Southeastern Michigan Section