**Ashwini Balasubramanian**General Manager – Advanced Engineering

Harley Davidson Motor Company

Executive Bio

**Ashwini Balasubramanian** currently serves as General Manager – Advanced Engineering at Harley-Davidson. In this role, she leads all aspects of advanced engineering including test & reliability engineering, core engineering, Program management and innovation teams.  Ashwini is also responsible for delivering motorcycle leading innovation and technology road maps across the motorcycle portfolio.

Over her career, Ashwini has had extensive experience in leadership leading global engineering and sales/marketing teams. She previously served as Global Director for Market Intelligence/Strategy at Martinrea International. Prior to that she served as Engineering Manager for ZF North America, and a Vehicle Development and New Technology Team Leader for Toyota, NVH engineer at Bosch.

Ashwini holds a Bachelor of Science in Mechanical Engineering from India, and a Master of Science in Mechanical Engineering from the University of Michigan. She is also a certified Sustainability Excellence Associate. Automotive News named her a “Rising Star,” in 2019. Ashwini serves on the Advisory Board for the Center for Automotive Diversity, Inclusion & Advancement (CADIA) & is the President of the Automotive Women's Alliance Foundation (AWAF). She is very passionate about D, E&I and is committed to supporting women reach their professional & personal goals.