

## **Brandy D Goolsby**

**Title:** Strategic Market Development & Ecosystem Director at Wind River Systems

Brandy Goolsby is Strategic Market Development and Ecosystem Director at Wind River Systems. In her role, she leverages both her practical and formal knowledge in the area of engineering and business to guide and structure ecosystem partnerships through close engagement with cross-functional teams including engineering, marketing, finance, product management and legal.

Prior to joining Wind River, she held positions at Ford Motor Company in the Vehicle/Innovation Strategy & Planning group. Prior to that, she developed electrification compliance strategies to meet future regulatory requirements and customer needs at FCA Fiat Chrysler Automobiles in the Electrification Propulsion Strategy & Planning group. She began her career at General Motors, and held several positions including electrical design, vehicle safety and crashworthiness test operation support, and software and controls.

Brandy graduated from Michigan State University with a bachelor's and a master's degree in electrical engineering. Brandy also holds a Master of Business Administration degree from the University of Detroit Mercy.

Brandy is active in several professional organizations, including InForum, a professional women's alliance, where she serves as an Executive Committee Member for the AutomotiveNEXT Industry Group. As a leader in the Technology Industry, Brandy strives to be a spirited voice to drive change and positively impact the industry in the deployment of global technological innovations.