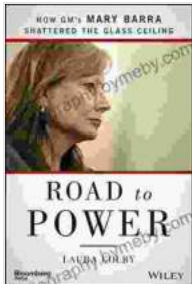


# How GM Mary Barra Shattered The Glass Ceiling



## Road to Power: How GM's Mary Barra Shattered the Glass Ceiling (Bloomberg) by Laura Colby

★★★★☆ 4.1 out of 5

Language	: English
File size	: 3554 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 175 pages
Lending	: Enabled



Mary Barra's journey to becoming the first female CEO of a major automaker is a story of determination, resilience, and shattering glass ceilings.

Barra was born in Royal Oak, Michigan, in 1961. Her father was a tool and die maker for General Motors, and her mother was a homemaker. Barra grew up in a working-class family, and she learned the value of hard work and perseverance from her parents.

Barra attended Kettering University, where she earned a degree in electrical engineering. After graduating, she joined General Motors as an engineer. Barra quickly rose through the ranks, and she held a variety of leadership positions within the company.

In 2014, Barra was named CEO of General Motors. She was the first woman to lead a major automaker.

As CEO, Barra has faced a number of challenges, including the global financial crisis, the Takata airbag recall, and the COVID-19 pandemic. However, she has also led the company to a number of successes, including the development of electric vehicles and the launch of the GMC Hummer EV.

Barra is a role model for women and girls around the world. She has shown that women can achieve anything they set their minds to, even in male-dominated industries.

### **Shattering the Glass Ceiling**

Mary Barra's journey to the top of General Motors is a story of shattering glass ceilings. She is the first woman to lead a major automaker, and her success is an inspiration to women and girls everywhere.

Barra faced a number of challenges on her way to the top. She was often the only woman in the room, and she had to work twice as hard as her male counterparts to prove herself.

However, Barra never gave up. She persevered through the challenges and eventually achieved her goal of becoming CEO of General Motors.

Barra's success is a testament to her determination, resilience, and hard work. She is a role model for women and girls everywhere, and her story shows that anything is possible if you set your mind to it.

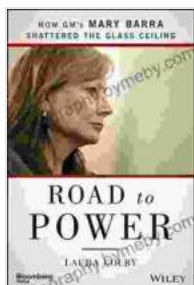
### **A Leader for the 21st Century**

Mary Barra is a leader for the 21st century. She is a strong and decisive leader who is not afraid to take risks. She is also a compassionate and caring leader who is committed to making a difference in the world.

Barra is a role model for women and girls everywhere. She shows that women can achieve anything they set their minds to, even in male-dominated industries.

Barra is also a leader who is committed to making the world a better place. She is a strong advocate for sustainability and diversity, and she is committed to making General Motors a leader in these areas.

Mary Barra is a visionary leader who is shaping the future of the automotive industry. She is a role model for women and girls everywhere, and she is a leader who is committed to making a difference in the world.



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