

Shiaofong Yin

Shiaofong Yin is a strategic and entrepreneurial executive consultant to multi-national manufacturing organizations. In a career that spans a diverse swathe of industries from automotive to consumer goods across three continents Shiaofong has repeatedly led cross-cultural, cross-functional and multi-lingual teams to achieve business transformations.

She began her career as an engineer at General Motors holding positions in Research & Development, Advanced Process Engineering and Plant Production. Transitioning into Sales & Marketing in 1998, she honed her skills in bridging communication, cultural and functional silos to achieve successful market penetration for Grupo Bocar, leading them from a domestic Mexican Tier 2 to GM Tier 1 Supplier of the Year in 4 years with \$120 million USD annual sales. In 2004, she founded her own consulting and specialty powertrain component company with diverse clients ranging from General Motors to Chinese SME's to Magna Powertrain, a \$22B automotive Tier 1.

Since assuming executive leadership of Logic Sourcing, a procurement and supply chain management firm, Shiaofong has been involved in launching a new global automotive distribution channel and strategic expansion of Logic's portfolio into Business Development for both US and Chinese/Taiwanese clients .

She holds a Masters in Materials Engineering from University of Virginia and an MBA from the University of Michigan, Executive MBA program.