

Abstract: **How to make SMA actuators successful in a fast-paced automotive world**

In the recent years, SMA technology has become increasingly popular in the Automotive Industry. The advantage on size, noise and weight as well as the power density/function, in comparison with their solenoid counterparts, has been the reason car manufacturers have decided that this is the best route to follow, to offer them the edge with their customers. However, the two worlds don't yet match in terms of development time and economy of scale, making it a bit harder for the OEMs to fully embrace and benefit from the full potential that comes with this technology.

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Dr. Georgiana Tirca-Dragomirescu is a Product Development and Innovation Manager working for Lear Corporation, a fortune 500 company. Georgiana specialises in Shape Memory Alloys product design and is currently responsible for all SMA pneumatic systems within the Thermal Comfort Solutions portfolio. Her responsibilities extend from a component to a system integration and operational implementation level for a multitude of car manufacturing companies on a global scale. Georgiana's 10 years of experience within different size businesses and multicultural environments has offered her a unique outlook on what it takes to succeed as a leader, as well as what works from a commercial and strategic standpoint.

Electronic photo (300 dpi)

