

Hina Baloch, Director, data analytics, DE&I, sustainability and STEM education, GM

Hina Baloch has worked at General Motors since 2016, but stepped into her current position of overseeing the research and analytics team in 2018. Since then, she has brought forth additional analytical and statistical rigor to GM's communications team, helping them to identify targeted strategies.

She has quickly led the team through a special Reputation Driver analysis. This analysis outlined what truly impacted reputation among the GM brand audiences and, for the first time, proved correlation between reputation and business outcomes, such as purchase consideration. As time has progressed, Baloch continues to forge key relationships between communications and numerous functions at the company by connecting reputation and comms efforts to business impact.

Under her leadership, the team takes a customized approach that has resulted in stepping outside of the box of traditional, automated tools and dashboards, and into a collage of tools and methodologies that truly shape and inform GM's reputation. This approach allows for agile communications, allowing the team to pivot based on data and insights.

As a working mother, Baloch still finds time to give back to the community as a member of the Michigan Advisory Council for STEM Education and a member of the judging panel for the Massachusetts Institute of Technology's Solve's Teacher and Educator Challenge.