

Beyond Bitcoin & ICOs: Blockchain in Automotive Industry

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Abstract: While it is true that the concept of the blockchain was originally created by Bitcoin, it has numerous other applications. By providing a permanent and immutable ledger of transactions, blockchain is the new way of sharing information securely among multiple organizations without a centralized intermediary. This decentralization results in denying a person, organization, or government direct ownership of the information stored on blockchain, thus making it difficult for anyone to hack or corrupt the network. Additionally, blockchain offers enhanced security to industry 4.0 and factory of the future solutions. This talk will provide a 101 into how the technology works, followed by a few automotive industry examples of how it is being applied across market segments in applications such as supply chain tracking, mobility and micropayment, fintech and industry 4.0.

Bio: Dr. Pramita Mitra leads a team of research engineers at Ford Motor Company to develop secure and robust solutions for smart factories of the future using IoT and blockchain technologies. She earned her Masters and Ph.D. degrees in Computer Science and Engineering from University of Notre Dame, Indiana. Pramita is an emerging leader in IoT, blockchain and automotive security. She received the Outstanding Paper Award at the Society of Automotive Engineers (SAE) World Congress 2019, for her work on preventing data privacy leakage in connected vehicle services. Pramita serves as the Vice-Chair of the cross-industry supply chain working group, under the Mobility Open Blockchain Initiative (MOBI). She received the Society of Women Engineers (SWE) Detroit Section Technical Award in 2017, and the SWE Local New ELiTE (Emerging Leader in Technology and Engineering) Award in 2020. Pramita was selected by the National Academy of Engineering (NAE) as one of the top 87 young engineering professionals to attend the 2019 US Frontiers of Engineering Symposium.