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GM Researcher Omer Tsimhoni Focuses on Human Factors

Former Israeli Air Force pilot helps GM understand how people interact with technology

Omer Tsimhoni is the lab group manager of the Human-Machine Interface group at General Motors' Advanced Technical Center in Herzliya, Israel. The University of Michigan and Tel-Aviv University alumnus researches how people behave in vehicles and relate to in-vehicle displays.

"I was first exposed to the importance of human factors considerations while I was a helicopter pilot in the Israeli Air Force," Tsimhoni said. "I've always been excited by science and technology, but also with understanding how people behave. The field of human factors engineering has allowed me to combine these interests."

Tsimhoni joined GM three years ago to conduct research on improving human machine interaction in vehicles. His team's recent work with Bezelel Academy of Arts and Design and other university research projects are helping GM gain a greater understanding of how people interact with vehicles and how emerging technologies are transforming the user experience.

Before joining GM, Tsimhoni conducted research on trends in worldwide traffic safety, night vision systems, cognitive modeling for driver distraction, speech applications, and the use of technologies in vehicles.

"What I like best about my work is being able to make even a small difference in so many people's lives around the world," Tsimhoni said. "I am very proud of the work our team is doing."

Tsimhoni's education includes a post-doctoral fellowship at the University of Michigan Transportation Research Institute. He earned a Ph.D. in Industrial and Operations Engineering at the University of Michigan, as well as a master's degree in the same discipline. He holds a bachelor's degree in Physics and Computer Science from Tel-Aviv University in Israel.

General Motors

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