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General Stamping & Metalworks Welcomes Alfredo Santos as Director of Operations, South Bend



SOUTH BEND, Indiana — General Stamping & Metalworks (GSM), a metal fabrication manufacturer serving the automotive, solar/renewable energy, and general industrial markets announced today the appointment of Alfredo Santos as Director of Operations for its South Bend, Indiana facility.

In this role, Santos will oversee GSM's manufacturing operations, quality, and engineering functions in South Bend, leading the implementation of strategies designed to enhance safety, efficiency, and profitability. His work is grounded in developing strong teams, optimizing processes, and fostering a culture of continuous improvement through lean manufacturing principles.

Santos brings more than 30 years of leadership experience in Tier 1 automotive stamping and metal fabrication to GSM. He has built a reputation for operational excellence and an ability to drive meaningful change, specializing throughout his career in plant turnarounds and process improvement, and successfully transforming underperforming facilities into high-performing, profitable operations through structured systems and a servant leadership philosophy.

Most recently, Santos served in senior manufacturing and program management leadership roles with SODECIA Group, a Tier 1 automotive supplier, including as Senior Regional VP of Manufacturing for North America, where he directed operations, asset management, and capital improvement programs across multiple business units. Over his career he has led greenfield plant launches, new product introductions, and cross-functional teams across North America, South America, and Europe.

Santos earned a Bachelor of Science in Mechanical Engineering from ISEP Portugal and a Master of Business Administration from Universidade Católica Portugal.

"I'm honored to join GSM at such an exciting time for the company. I look forward to working alongside the team to build on GSM's strong foundation and drive continued operational excellence," said Alfredo Santos, Director of Operations – South Bend, GSM.

About General Stamping & Metalworks

Established in 1922, General Stamping & Metalworks (GSM) is a premier manufacturer of metal fabricated parts for original equipment manufacturers across several industries, including outdoor power equipment, industrial equipment, and solar and renewable energy. GSM is headquartered in South Bend, Indiana, with a second division in Tomah, Wisconsin.

For more information, visit www.gwmwinc.com

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