



Marina Shoemaker

Marina is the director of global diversity for GM. Her current work focuses on leveraging GM women as a strategic advantage by guiding the efforts of more than 20 women's councils globally to help position GM as a workplace, company and partner of choice for women around the world.

Previously, she was the first woman director for the GM Dealer Development Program with responsibility for overseeing the profitability, growth and retention initiatives for nearly 400 minority and women-owned dealerships with average annual sales of more than \$11B. While in that role, Marina also championed a dealer-funded scholarship program to encourage women to pursue retail automotive careers.

She has also held other leadership roles throughout her 26-year GM career in retail operations, brand management and consumer research.