



## **Megan Stooke**

### **MAVEN. CHIEF MARKETING OFFICER**

Megan Stooke was appointed Chief Marketing Officer for Maven on June 1, 2016. With extensive global experience in automotive Marketing and a passion for Brands, Megan is thrilled to be appointed to this position. A start up within General Motors, Maven is a mobility brand that has been launched to service the changing needs of the global urban consumer in the rapidly transforming automotive industry.

Prior to joining Maven, Megan was the General Director of GM's Global Marketing. She was responsible for GM's Global Media Operations, Branded Entertainment, Global and US Auto Shows, Brand Licensing and Agency Management. She oversaw GM's relationship with Disney as well the Chevrolet Manchester United Sponsorship. She also managed GM's Marketing Center of Excellence for Diversity focused on accelerating GM's performance with multicultural consumers.

Of note, Megan led the recent globalization of General Motors media business including the consolidation of more than 40 media agencies worldwide, to the global appointment of the Dentsu Aegis Network. She also played a key leadership role in the globalization of Chevrolet's Brand efforts and the development of "Find New Roads" as the Chevrolet Brand Purpose and operationalizing this across the world.

Since moving to the US in 2005, Megan has held key Marketing leadership positions with GM's Chevrolet, Cadillac, HUMMER and Saab brands. Prior to her US roles, she worked in Australia for GM's subsidiary; Holden, in various positions, including Marketing Director, Export Director and Sales Director. Early in her Marketing career, Stooke also spent six years with Kraft Foods.

Megan is passionate about Brands, the psychology of consumer behavior and Marketing Communications and holds a Bachelor of Business in Marketing from Monash University in Australia. She serves on the Board of Directors for both the Association of National Advertisers and the Ad Council.

She is an Australian native who considers herself a Detroit resident and became a US citizen in 2011. Describing herself as a music lover, unprofessional photographer and food and wine enthusiast, she loves to travel and spend time with her son.