

Daisy Jimenez (She/Her)

assistant manager, diversity, equity & inclusion communications,

GM

Daisy Jimenez is a part of GM's first DE&I communications team, serving as an assistant communications manager. She helps lead DE&I communications for GM's corporate brand as part of the company's effort to support new and existing brand initiatives around equity, diversity and inclusion, and advance their mission to be the most inclusive company in the world. She was previously at FleishmanHillard, where she led communications strategies for brands such as Samsung, Salesforce, AT&T and JPMorgan Chase. She oversaw the development and execution of integrated corporate and product communications plans, campaign launches and implemented traditional and social media strategies.

As a proud first-generation immigrant from Mexico and a Dreamer, she's passionate about using storytelling as a mechanism to challenge hurtful narratives against marginalized communities and to uplift traditionally underrepresented voices.