

Rebecca White

Vice President, Marketing and Communications



Rebecca White is the Vice President of Marketing and Communications for the Detroit Regional Partnership. GEM works to retain and expand the Detroit Region's global mobility and automotive leadership through a world-class advanced mobility industry sector. In this role, she shares GEM's story of transformational growth and impact while developing and executing communications and marketing strategies to elevate brand awareness within the Region and beyond. She also leads the outreach and public relations efforts between GEM and its partners as they promote the GEM initiative and their successes.

Prior to joining the DRP, White served for more than 20 years in corporate communications and marketing providing thought leadership to a variety of mobility, automotive, AV, technology, and manufacturing clients. This experience includes various positions within General Motors where she was responsible for defining the company's global cybersecurity communications strategy and managing internal and external communications for connected vehicle services, safety technologies and the path to autonomous driving. She has also worked with several agencies providing freelance strategic support.

PAST EXPERIENCE AND EDUCATION

- Principal, Miller White Communications
- Communications Manager, Cybersecurity and Safety, General Motors
- Communications Manager, OnStar
- Marketing Strategist, OnStar
- B2B Market Analyst, Ducker Research Company
- Bachelor of Arts, International Relations, James Madison College, Michigan State University

COMMUNITY INVOLVEMENT AND AWARDS

- Mentor, Women in Advertising and Communications, Michigan State University
- Past Volunteer Communications Advisor, Los Gatos Monte Sereno Police Foundation