



**2021**

**CEO COALITION  
FOR CHANGE**

**ANNUAL REPORT**

# WE STRONGLY BELIEVE IN SUCCESS



CHERYL THOMPSON  
FOUNDER AND CEO  
CADIA



GLENN STEVENS JR.  
EXECUTIVE DIRECTOR  
MICHauto

## LETTER FROM CHERYL THOMPSON AND GLENN STEVENS JR.

The Center for Automotive Diversity, Inclusion and Advancement (CADIA) and MICHauto are committed to designing and supporting programs and resources to support automotive companies to drive Diversity, Equity, and Inclusion (DEI) across their organizations so that our industry reflects the diverse nature of the communities in which it operates and serves.

To accomplish this mission, our industry will need to create a new paradigm for recruiting, hiring, assessing performance, developing talent, and meeting employees' needs. This will require programs and resources that intentionally develop leaders across all industry functional areas.

The CEO Coalition for Change was created by CEOs committed to taking the actions necessary to make meaningful strides in DEI in the industry.

The CEO Coalition for Change is, at its heart, a learning community. We understand that no one person or company completely understands this ever-evolving topic, and we are constantly learning from one another.

We are excited to share some of what we've learned in our first Annual Report. We hope that it motivates you to begin – or continue – the critical work of building a more diverse, inclusive, and equitable automotive industry.

*Cheryl Thompson Glenn Stevens Jr.*



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## THE CASE FOR CHANGE

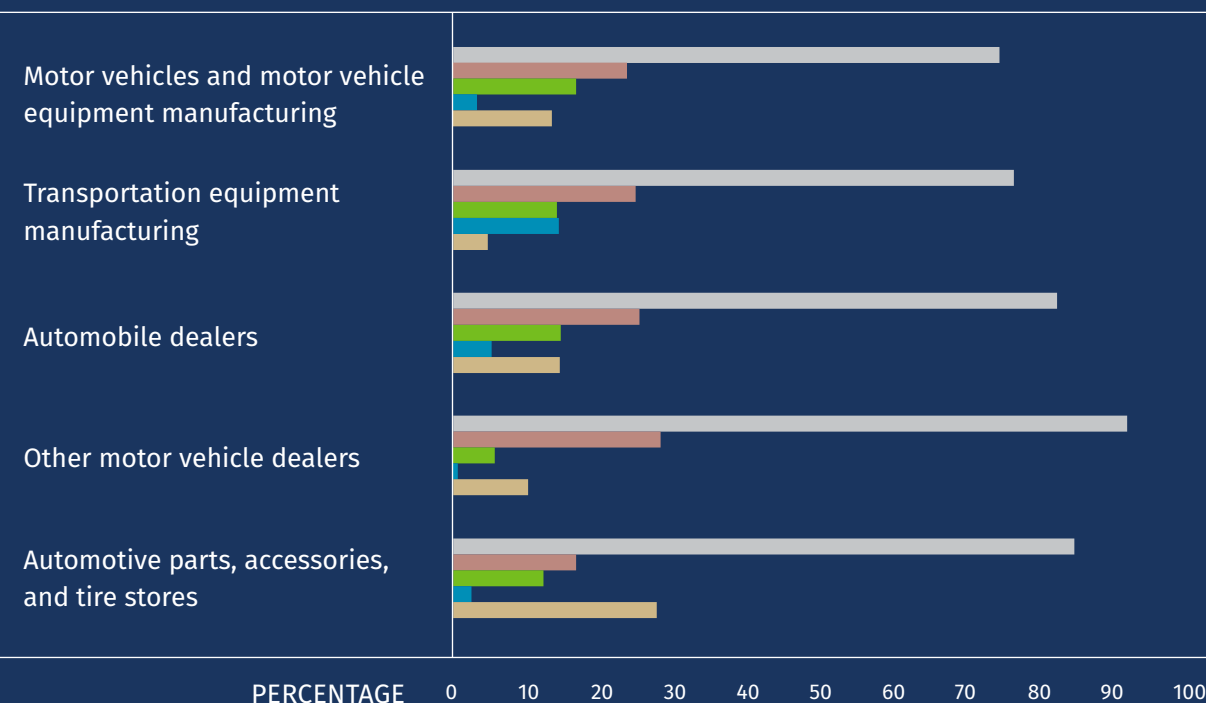
# ALL THINGS ARE NOT EQUAL

Available data paints a picture of an automotive industry that is not very diverse in terms of its workforce in gender, race, ethnicity, and other diversity dimensions. Leadership in the industry remains predominantly white and male in North America. Globally, there exists a similar lack of diversity as well. Anecdotal data indicates that attrition rates in the industry for women and minorities exceed the rates of their majority counterparts.

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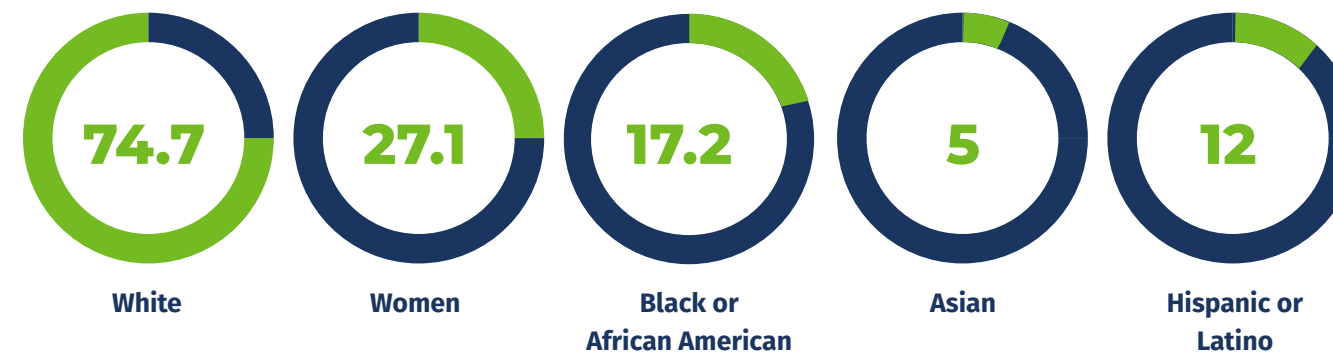
Women make up almost exactly half of the U.S. workforce. This chart shows the percentages of women in the automotive industry, alongside the percentages for Asian, Black or African American, and Hispanic or Latino people in the automotive workforce. The numbers are even lower for other non-majority demographics, including Indigenous peoples, veterans, individuals with disabilities, members of the LGBTQ+ community, and other diversity dimensions.

### DIVERSITY OF INDIVIDUALS WORKING IN THE AUTOMOTIVE INDUSTRY



WHITE WOMEN BLACK OR AFRICAN AMERICAN ASIAN HISPANIC OR LATINO

#### % OF TOTAL EMPLOYED IN THE MOTOR VEHICLES AND MOTOR VEHICLE EQUIPMENT MANUFACTURING BY DETAILED INDUSTRY, SEX, RACE, AND HISPANIC OR LATINO ETHNICITY



# WHO WE ARE, WHAT WE DO

## WORKING TOGETHER TO PROGRESS TOWARD A MORE INCLUSIVE, EQUITABLE, AND DIVERSE INDUSTRY.

In the summer of 2020, CADIA and MICHauto convened with 10 committed CEOs to talk about making meaningful change in the automotive and mobility industry. As a result, this group of CEOs became the founding members of the **CEO Coalition for Change**.

Since its founding, the Coalition has expanded to 16 members working together to progress toward a more inclusive, equitable, and diverse industry. This peer group of CEOs (or leaders with equivalent responsibility) strives to inspire executives and drive accountability in changing the workplace culture and workforce composition at all levels within all functions.

The Coalition works together to identify, implement, and share best practices in DEI, particularly in talent development. CADIA and MICHauto support the group's administrative needs, resources, and coordination.

The Coalition developed a Model for Actionable Change that encourages each company to start where they are and continuously build upon a foundation for meaningful improvements in DEI.

The model identifies focus areas and actions that organizations can take for sustainable impact. The aim is to become a more inclusive industry that leverages diverse talent and better engages the workforce across the board.

**Members of the Coalition believe that fostering and growing an inclusive talent pipeline, developing diverse talent for leadership, and providing growth opportunities will drive social justice and equity – and are taking actions to prove it.**



### A DEI MODEL FOR DRIVING CHANGE

#### Pipeline Gaps

- Demographic gaps at all levels
- Functional and technical skill gaps
- Succession plan gaps
- Attrition rate disparity and gaps
- Compensation gaps

#### Outreach

- Engage with and mentor K-12, work with organizations like DAPCEP
- Champion MBEs
- Expand engagement with colleges and universities to include MBCU, MSI, etc.
- Leverage current workforce to share “day in the life” stories, mentor recruiting activities
- Engage with NSBE, SWE, SHPE, etc.

#### Culture and Engagement Gaps

- Exit interviews
- Executive listening tours
- Engagement and pulse survey data
- 360, skip level and other feedback

#### Prioritize Actions for Impact

- Review pipeline and engagement gaps
- Review PwC racial and gender equity checklists for potential solutions
- Develop key areas of focus list with prioritized (impactful) action plans

#### Participate in Best Practice Sharing

- Share existing best practices
- Lead a new best practice for gap areas
- Develop common set of metrics for key areas of focus

#### Accountability

- Share metrics and expectations with all leaders
- Hold leaders accountable
- Hold DEI equal with other objectives
- Leverage PwC accountability considerations
- Publish demographic data CR and EEO-1



# OUR LIST OF MEMBERS



**MIKE SIMONTE**  
President



**ANDREAS S. WELLER**  
President and CEO



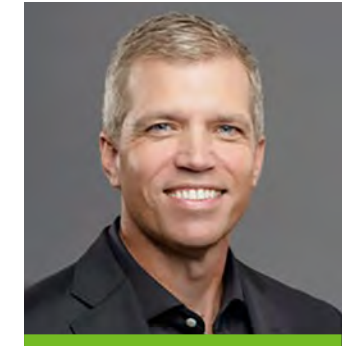
**JEREMY HOLT**  
President



**CARLA BAILO**  
President and CEO



**BOB LEE**  
CEO



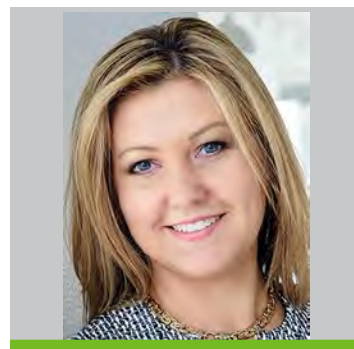
**PHIL EYLER**  
CEO



**LISA LUNSFORD**  
CEO and CO-FOUNDER



**CHAD MORLEY**  
Vice President



**MARY BUCHZEIGER**  
CEO



**PAT D'ERAMO**  
President and CEO



**DENNIS HOEG**  
Vice President



**ANTON CHILTON**  
CEO





# OUR LIST OF MEMBERS



**DOUG CAIN**  
President and CEO



**SANDY STOJKOVSKI**  
CEO



**RAMZI HERMIZ**  
Chairman



Samir  
**Salman**

Retired CEO



## WE WOULD ALSO LIKE TO **RECOGNIZE**

The contribution of **Samir Salman**, retired CEO of Continental, who was instrumental in getting lift under our wings. He was committed to DEI as “The right thing to do.” His leadership example was an inspiration.



CADIA'S  
FIRST ANNUAL  
**IMPACT  
AWARDS**

CADIA

CADIA  
Impact  
Awards  
2021



Members of the Coalition meet regularly using a “report out” format to share actions, obstacles, and successes. At each meeting, one or two members of the Coalition share a report of their activities, and the group participates in discussions around key DEI topics.

Additionally, several members of the Coalition played an active role in CADIA's first annual **Impact Awards** in November, either through award presentation or event sponsorship.

**01** **WARDSAUTO: AUTO  
INDUSTRY CEOS  
LAUNCH DIVERSITY  
INITIATIVE**



**02** **AUTOMOTIVE NEWS: 2021 CADIA  
IMPACT AWARD WINNERS  
RECOGNIZED FOR DIVERSITY,  
EQUITY, AND INCLUSION  
ACHIEVEMENTS**





# MEMBER PROFILE

## AAM



One of AAM’s key priorities in 2021 was the development of a strategic framework for the company’s DEI initiatives. After solidifying Board and leadership commitment through internal and external statements and pledges, Simonte and the AAM team spent the year developing a comprehensive DEI Strategy Roadmap by:



**Engaging external experts to perform a current state assessment of the company’s programs and conduct global workforce listening sessions and focus groups**



**Forming a DEI Steering Committee and launching new Associate Resource Groups**



**Creating a Mutual Respect statement in support of psychological safety**



**Establishing DEI performance metrics, including 2030 demographic goals and interim targets**



**Expanding DEI training and Associate engagement activities to raise awareness of key DEI objectives and help underrepresented groups feel seen, accepted, and celebrated**



**Aligning talent management strategies and corporate giving with DEI goals**





# MEMBER PROFILE

## GS3



**“The work is getting done here – we’re coming together to determine how we can effectively create social change that lasts.”**

Lisa **Lunsford**  
GS3 CEO and CO-FOUNDER

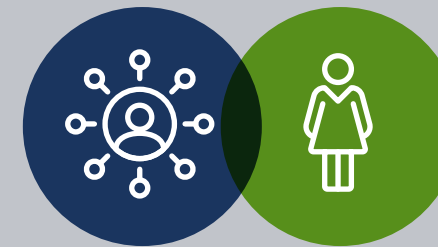
A long-time advocate for diversity, equity and inclusion, Lisa Lunsford, CEO of GS3 Global, is one of the founding members of the CEO Coalition for Change.

“Lisa’s perspective and vision were instrumental in developing the group’s organization,” said Thompson. “As we built a framework for the Coalition, she was a driving force in identifying ways that the Coalition could have the greatest impact on social justice.”

Before joining the Coalition, Lunsford wanted to ensure the work would be intentional and result in actionable knowledge and results. She was immediately impressed by the passion and commitment she saw from other CEOs.

“The members of the Coalition all took the step of saying ‘I want to be part of the change,’ and that step is often very hard,” Lunsford said. “Our first few meetings were some of the most engaging and interesting discussions I’ve had in a while.”

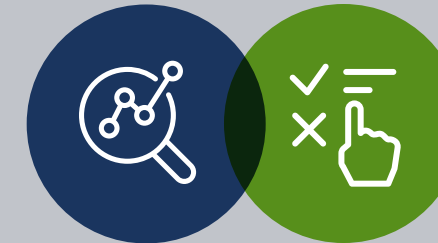
Lunsford believes that workforce development is critical for moving the industry forward. At GS3, she has begun implementing the following practices and processes to create a more inclusive and diverse environment:



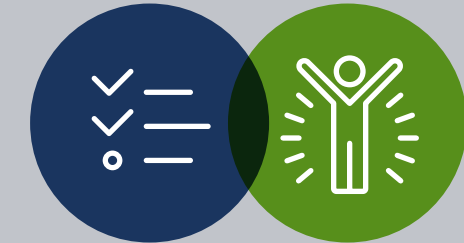
Expanding the company’s recruitment network to connect with more women and people of color



Removing identifying information from resumes and evaluating solely on candidate qualifications



Reviewing sourcing and purchasing practices to ensure diversity and remove bias



Identifying and explaining the company’s expectations around what behaviors will not be tolerated

For Lunsford, the Coalition works well because of its collaborative structure and the ability to share feelings and questions in a safe environment – one without judgment – as they implement and enhance their DEI work.



# MEMBER PROFILE

## VITESCO



**“The Coalition allows leaders to better understand the connection between business results and inclusivity – so that diversity actions are linked to business goals and therefore progress becomes sustainable.”**

Sandy **Stojkovski**  
VITESCO CEO

Vitesco CEO Sandy Stojkovski joined the CEO Coalition for Change in 2020 as a founding member.

“Just like other imperatives in our industry, such as quality, environment, health, and safety, we need to engage EVERYONE in DEI,” said Thompson. “Sandy was one of the first CEOs in the industry to hire a Chief Diversity Officer. She was also the first to create a ‘menu of options’ aligned with Vitesco Technologies’ DEI Strategic Pillars to enable DEI goal setting for executives, managers, and individual contributors.”

For Stojkovski, the Coalition is most beneficial because it allows the CEOs to learn, support, and challenge each other.

“This is a great way to see how others are experiencing the topic of diversity and expand your field of view beyond your personal awareness and even beyond that of your organization,” she said. Since joining the Coalition, Vitesco has defined a DEI vision and implemented the first stages of a strategy that laid the foundation for DEI as an integral part of the company and its culture.

**Within the framework of this new strategy, the company was able to accomplish more than a dozen goals in 2021, including:**



**Hiring a Chief Diversity Officer**



**Creating more than six employee resource groups**



**Rolling out training programs on DEI awareness and unconscious bias**



**Developing platforms for listening to and learning about courageous conversations**



## ABOUT US



# CADIA IS THE CENTER FOR AUTOMOTIVE DIVERSITY, INCLUSION, AND ADVANCEMENT.

It also happens to be the name of an underground goldmine in Australia. We love this connection – there’s a goldmine waiting when you commit to DEI in any organization.

FOR MORE INFORMATION, VISIT [AUTOMOTIVEDIVERSITY.ORG](https://AUTOMOTIVEDIVERSITY.ORG)



### WORK FORCE

Successful companies must mine the diverse strengths, approaches, and solutions of everyone in their workforce. We believe that creating an engaging, inclusive pool of talent is essential to the automotive industry’s future.



### MISSION-DRIVEN

We are a mission-driven, member-oriented organization providing DEI tools, networks, insights, and practical advice to companies in the automotive and mobility space. We’re a collective of industry veterans with wide-ranging experience, including manufacturing, engineering, operations, HR, organizational development, sales, training, and coaching. Our staff also features professional certifications from the National Diversity Council.



## WE ENGAGE IN ADVOCACY, BUILD AWARENESS, INCREASE ACCESS TO TALENT, AND FOSTER NEXT GENERATION MOBILITY.

As Michigan’s only automotive and mobility cluster association, MICHauto provides a platform for industry leaders and stakeholders to engage in advocacy, build awareness, increase access to talent, and foster next-generation mobility

MICHauto is a key initiative of the Detroit Regional Chamber’s economic prosperity strategy. The Chamber’s leadership and team also support MICHauto with strategic counsel and resources to execute program work and ensure effective operations.

FOR MORE INFORMATION, VISIT [MICHAUTO.ORG](https://MICHAUTO.ORG)





# JOIN THE CEO COALITION



Membership in the CEO Coalition for Change is open to CEOs (or those with equivalent title and organizational responsibility) in the automotive industry.

**There is no cost to join.**

Members of the Coalition meet monthly or bimonthly to share their goals, best practices, and roadblocks.

Members commit to undertaking two meaningful internal activities to move the needle on DEI in their company and participate in one external activity.

**Q We're just getting started on our DEI work. Is this group for me?**

**A** Yes! Many companies are well into their DEI journey, but others are just starting. This group is for anyone who is committed to making progress in DEI. We will meet you where you are and can provide a roadmap, resources, and ideas as you progress.

**Q Do you publish or share things my company is working on?**

**A** No. We want to encourage transparency and mutual learning in this group. We will not publish what your company is doing.

**“HOW CAN YOU EXPECT WOMEN AND PEOPLE OF COLOR TO FEEL TRULY, FULLY ENGAGED IN AN ENVIRONMENT WHERE THEY ARE NOT IN THE PLACES WHERE THE DISCUSSIONS AND DECISIONS ARE BEING MADE?”**

**Wil James**

FORMER PRESIDENT, TOYOTA MOTOR MANUFACTURING, KENTUCKY