

# Ayesha Coker

16/07/2019 All information about the Vice President of Marketing for Porsche Cars North America can be found here.

Ayesha Coker is the Vice President of Marketing for Porsche Cars North America, Inc. (PCNA), headquartered in Atlanta, Georgia. As VP of Marketing, Coker oversees experiential brand marketing, strategic partnerships, sports marketing, motorsport and the Porsche Club of America in the U.S. Coker also leads the operations for the Porsche Track Experience, Porsche Travel Experience as well as the Porsche Experience Centers in Atlanta and Los Angeles. Her current role also includes overseeing Marketing Communications and Dealer Marketing.

Coker began her career with PCNA in 2010 as an experiential brand event manager, responsible for the planning, development and management of major event marketing programs, including automotive shows and brand events. Over the course of her career at PCNA, she has held various roles including manager and senior manager of Events and Sponsorships and Director of Experiential Marketing. She joined the Executive Committee in January 2022, making her the first African American and first woman of color to join the leadership team.

Before joining Porsche, Coker served in various field event and marketing roles for automotive marketing companies including, Merkley and Partners and GMR Marketing.

Coker holds a Bachelor of Science in Fashion Merchandising from the University of Maryland Eastern Shore and an Associate Applied Science degree in Advertising and Integrated Marketing Communications from the Fashion Institute of Technology.

## MEDIA ENQUIRIES



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