



Deborah Wahl

Director

Hall of Fame Marketer and former Global Chief Marketing Officer, General Motors

Deborah Wahl most recently served as Senior Vice President and Global Chief Marketing Officer of General Motors.

Her professional focus has always been to bring transformation and growth to her work, and at GM, she envisioned the possibilities of an all-electric future and brought it to life for consumers. Deborah joined General Motors in 2018 as the Global CMO of Cadillac and was appointed Global Chief Marketing Officer in 2019. Prior to joining General Motors, Deborah served as the Senior Vice President and CMO for McDonald's from 2014 to 2017, where she played a key role in igniting the brand's turnaround with consumer focused strategies such as All Day Breakfast. In addition to McDonald's, Deborah has held a number of CMO and marketing leadership positions, including at PulteGroup, Chrysler and Lexus. She has been named to the Forbes CMO Hall of Fame and is a 2021 recipient of the CMO Club Hall of Fame Award, as well as the Automotive Hall of Fame Industry Influencer Award.

Deborah has a bachelor's degree in Economics from Wellesley College, an MBA from The Wharton School, and a Masters of International Studies from The Lauder Institute, University of Pennsylvania.

Deborah is an active business leader who served on the board of Groupon and Mediaocean, and is Chair Emeritus of the MMA Global Board. She is passionate about contributing to her community, serving on the Board of Trustees of Cranbrook Educational Community and Friends of the Children – Detroit. She is also an engaged member of the Wellesley Business Leadership Council and the International Women's Forum.