



Joya Harris

Board of Director

Joya is Senior Vice President, Group Account Director, General Motors at Leo Burnett Detroit. She is a senior marketing professional with a proven track record for building successful brands and collaborative teams. She has extensive experience in advertising, marketing services, sales, media and operations. Strategic and inspirational, Joya thrives in an entrepreneurial environment and is highly regarded for her ability to lead teams with cross functional expertise and developing results driven integrated initiatives.

As a Senior Vice President, Group Account Director at Leo Burnett Detroit, Joya oversees the General Motors Certified Service account. Recruited by Leo Burnett in 2017, Joya provides strategic leadership to help create a personalized 360 experience for GM customers. In 2012, joined Carat as Vice President, Director of Communications Planning leading Multicultural and Diversity media where she was responsible for the development and support of Total Market strategies across brands for General Motors. Additionally, she developed a supplier diversity strategic plan that guaranteed budget to support minority-owned and operated businesses. Her leadership did not go unnoticed and she was promoted to a Senior Vice President in 2015.

Joya is an outstanding member of the Detroit community. She holds several board positions in non-profit organizations including Alternatives for Girls, the Red Cross of Southeast Michigan, the American Heart Association, and the Arthritis Foundation. Joya also volunteers for the United Negro College Fund, the Junior League of Detroit, the American Heart Association's Go Red for Women Movement, and is a member of the Links Inc, Renaissance Chapter.

Joya is a native Detroiter and lives in the city with her husband of 17 years. She enjoys spending time with family and friends, community volunteer work, traveling and collecting art and rare wines.