



## Judy Toland

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Judy Toland, Vice President, Global Customer Marketing (Statum) Toland is an award winning, transformational CMO, with an engineering foundation. In March 2022, she was awarded the expanded role of Vice President, Global Customer Marketing for Meta (formerly Facebook). This role is responsible for all marketing strategy, activation, creative and collateral development, events, sponsorships and more across five regions and 17+ audiences for the Meta Business brands. Also, she has served as Head of the Meta Chicago office since August 2020. The Meta Chicago office was named the #1 Top Workplace for midsize companies in 2021 by the Chicago Tribune. Judy has 28 years of experience across five industries (Tech, Chemicals, Automotive, Financial Services, and Health and Wellness) and five Fortune 500 companies (Facebook/Meta, Monsanto, Ford Motor Company, General Electric, & Wells Fargo). She joined Facebook in July 2019 as Vice President, Head of Scaled Solutions, Global Business Marketing. This global role was responsible for all digital marketing, marketing analytics/governance, and business education/certifications. Prior to joining Meta, she held VP/SVP & Chief Marketing Officer roles, with GE Capital, Wells Fargo, and Life Fitness. In these prior roles, she held responsibility for all aspects of marketing from product strategy, product and customer marketing, digital marketing and lead generation, branding, CRM, events, partnerships, customer facing training and education, and an in-house creative agency. Judy has a BS in Chemical Engineering from Northwestern University and an MBA in Marketing from the University of Michigan- Dearborn. In 2021, she was recognized as one of the Top Black Executives in Chicago by Crain's and one of the Top 50 women in Commercial Finance by The Secured Lender in 2017. She is an Independent Board Director for Serta Simmons Bedding, LLC. In addition, she is a 2020 Daniel Burnham Fellow of Leadership Greater Chicago, and a member of the YMCA of Metropolitan Chicago, World Business Chicago, 1871 and Goodman Theatre nonprofit boards. She is also a member of the Economic Club of Chicago, and the University of Michigan-Dearborn National Advisory Council. Judy is passionate about Diversity, Equity, and Inclusion, having been a member of Diversity Councils at both GE Capital, Wells Fargo, and now Meta. She is also a past Co-Chairperson of the GE Capital, African American Network, an employee resource group. She is now leading DEI and racial justice efforts across Meta as the executive sponsor of Woman@ (Meta's largest employee resource group), Meta Elevate and Meta Prosper