



2024 DIVERSITY, EQUITY & INCLUSION REPORT

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Diversity, Equity & Inclusion:

# TAKING THE LEAD



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# LETTERS FROM OUR LEADERS



## DAN BERCE

President and Chief Executive Officer



Since the start of our DE&I journey, one of GM Financial's most ambitious goals was to establish the company as an industry leader in the DE&I space. We're confident that we're now meeting that high mark.

Our leadership position is evident in the way our efforts are recognized by media, nonprofits and others making an impact in the DE&I space. It's seen in the way our peers now look to us for inspiration and borrow from the blueprints we laid out as they begin their own DE&I journeys. Perhaps most importantly, it's perceived by our team members, customers, dealers and community members.

The pages of this year's report will reflect the maturity of our business's commitment to DE&I and will demonstrate the many ways DE&I has become ubiquitous, touching every part of our company. Here we're proud to share our progress and celebrate our status as an unwavering beacon for DE&I and a proud example for our peers and contemporaries.

*Dan Berce*

## SHUNDA ROBINSON

SVP, Chief Diversity, Equity and Inclusion Officer



As we look ahead to the long-term future of our company, our goals are transforming to reflect the leadership position we've earned.

We'll model best practices and continue to iterate and innovate. But we'll also stand firm in our commitment to providing a diverse, inclusive, nurturing environment.

We've long said DE&I isn't what we do but who we are. And we won't change who we are or give up on the ideas that have made us so much stronger over the past nine years. Instead, we'll keep our foot on the gas, bringing with us the lessons and competencies we've learned throughout our journey.

Now is not the time to rest on our laurels. It's up to each of us, regardless of role, function or tenure, to continue to own this space and set ourselves apart as a model for the future.

*Shunda Robinson*

## Our Mission

# PROMOTING AN INCLUSIVE CULTURE

Driving diversity throughout GM Financial by promoting an inclusive culture with our customers, employees, business partners and community, which will positively impact our business results.



**RHONDA JAYNES**  
Program Manager

“GM Financial has allowed me to be involved in many impactful initiatives, such as our IT STEM (Science Technology Engineering Math) program. We’re providing paid experience to high school students, giving students from all socioeconomic backgrounds the opportunity to gain real work experience in technology. By introducing STEM to these communities, we’re bridging the gap in STEM education and careers, which is essential for fostering a diverse and innovative workforce.”

## Our Vision

# GM FINANCIAL WILL REMAIN AN INDUSTRY LEADER

**GM Financial will remain an industry leader in diversity, equity and inclusion by:**

» Creating a diverse workforce committed to teamwork, excellence, integrity and remarkable service, while recruiting top talent.

» Developing and embracing an inclusive culture that honors and respects all employees, regardless of their ages, genders, ethnicities or backgrounds.

» Integrating these values into our everyday business, actively engaging with our business partners, giving back to our community and sharing our journey along the way.



**RUDOLPH JOHNSON**

VP, GM/GMF  
Dealer Product  
Development

**“The world is changing and, by extension, so is the workplace.**

There was a time early in my career where I felt I had to conform to a specific presentation of myself. Through my experience at GM Financial, I learned that my ideas and interactions with others are what matter. What I enjoy about working here is the same thing that attracted me to the company eight years ago: an open and supportive culture that allows growth on both a personal and professional level.”

## Our Theme

# TOGETHER, WE LEAD

Leading by example, we affirm our diversity, equity and inclusion commitments and forge new pathways on our DE&I journey.

For us, **DE&I was never just an initiative.** Diversity, equity and inclusion is at our core and defines us. **It compels us to lead.**

As leaders, we listen and support. We're launching new Employee Resource Groups (page 20), strengthening leadership development programs and continuing to invest in our DE&I Councils.

As leaders, we guide and inspire through example. Our efforts are recognized on a national scale by the media, nonprofits, community members and our customers.

Our peers look to us for proven strategies as they embark on their own DE&I journeys.

As leaders, we have vision. Our 45-35-25 aspiration is on the horizon: **45% women and 35% professionals of color in senior leadership by 2025.**

But we also see beyond that, to a future that further cultivates an inclusive culture for all.

“As leaders, we guide and inspire through example.”



## Our Journey

# PROGRESS THROUGH ACTION



**For nine years, we have worked to ensure all team members at GM Financial feel seen, heard, valued and respected.** That means creating an environment where different opinions, ideas and experiences are encouraged and welcomed. Each year, we've made significant strides in our DE&I strategy, introducing impactful programs and initiatives that continue holding us accountable to our goals:

### Mentoring Program

The Global Mentoring Program is a companywide initiative designed to enhance participants' professional growth, networking skills and career advancement. The 1,263 participants in 2023 marked the largest participation in the program to date.

### DE&I Councils

The DE&I councils help create and sustain an inclusive organization for all team members. Within the three types of councils – Executive, Global and Country – ideas are generated to advance our company's DE&I mission and vision.

### Pride ERG

Established in June, Pride is an employee resource group (ERG) where members of the LGBTQIA+ community and their allies come together to amplify their voices and share their perspectives in an open and accepting space.

### Salute ERG

The latest of five total ERGs, Salute provides support and development for U.S. team members who are military veterans, active-duty service members and their allies.

### Cultural Observances & Celebrations

Throughout 2023, team members participated in several events and festivities honoring GM Financial's diverse culture. Celebrations included Juneteenth, the Lunar New Year, Hispanic Heritage Month, Native American Heritage Month and Diwali.

**Our intention is that DE&I will be a natural way of doing business, so we're dedicated – now more than ever – to forging ahead on our diversity journey.** As a leader in the DE&I space, we will not abandon our efforts.

## Our Timeline

# LEADING CONFIDENTLY

Since our DE&I journey began in 2015, we've diversified our ranks, provided equitable opportunities for our team members and fostered an inclusive environment. DE&I has become woven into the fabric of our organization. We confidently lead knowing that our DE&I model is worthy of emulation.



### 2023 Awards and Recognition

**Top 15 Chief Diversity Officer**  
(Shunda Robinson – Senior Vice President, Chief Diversity, Equity and Inclusion Officer)  
*Diversity Global Magazine*

**100 Executive Women in Tech to Watch in 2024** (Chitra Herle – Executive Vice President and Chief Information Officer)  
*WomenTech Network*

**2023 Best Place to Work for LGBTQ+ in Mexico**  
*Human Rights Campaign Foundation and Equidad MX*

**Top 100 Women in Business**  
(Susan Sheffield – Executive Vice President and Chief Financial Officer)  
*National Women's Conference*

**2023 DE&I Annual Report** featured in “Designing for Good” series  
*Graphic Design USA*

**2023 American Inhouse Design Awards Winner**  
2023 DE&I Annual Report  
*Graphic Design USA*





## Our Stories

# AMPLIFYING MEANINGFUL EXPERIENCES

DE&I is more than data and numbers: It's about the people. Storytelling provides the opportunity to look through new lenses. It allows us to take perspective and humanize our shared experiences. Here are three such stories.



Native American Heritage Month:  
**Beth Gregory**  
**Sharing Who I Am**

Native American Heritage Month is recognized each November. In this feature, Beth Gregory, Remarketing Solutions Field and Dealer Support Manager, and a proud member of the Rosebud Lakota Sioux Tribe, shared the importance of her Lakota heritage and why she celebrates Native American Heritage Month.

[FULL STORY HERE >>](#)



A Joyful Journey:  
**Bringing Community to Las Colinas With a Festival of Lights**

Lavanya Swaminathan, Surya Bulusu and Pradeep Vayalali, three leaders in Information Technology Systems, shared how their love for Diwali traditions led them to spearhead an office tradition they're hopeful will expand companywide.

[FULL STORY HERE >>](#)



Hispanic Heritage Month:  
**April Alvarez Takes Her Family's Lessons to Heart**

In honor of Hispanic Heritage Month, which is celebrated annually from Sept. 15 through Oct. 15, April Alvarez, Customer Experience Advocate, reflected on her ancestry and recounted how lessons of hard work, family and faith have helped her sustain a successful career at GM Financial.

[FULL STORY HERE >>](#)

## LUIS RAMIREZ RASCON

Customer Experience Advocate II - Bilingual



“From observing the holidays of different communities to how we are encouraged and given opportunities to discuss our differences, GM Financial embraces our diverse culture. **I feel that I can share my whole self with team members and leadership without judgment.** I'm encouraged to speak with others about how we differ and am provided with opportunities to contribute new ideas and initiatives.”

## Our Stories

# WORDS FROM THE TEAM



### ELISA TAPIA

Senior Manager and Center Head for LAO Service Center

**“My career path allowed me to be a Senior Manager at the age of 34.**

I’ve had opportunities to be part of various departments and projects that enabled me to develop and advance to where I am today. Apart from career opportunities, I treasure serving on the Women’s Inspiration Network Steering Committee, making a real impact in gender equality and inclusion at GM Financial.”



### NAOMI ONYEBUCHI

Scrum Master

**“I’m so grateful for career development opportunities, like our Mentoring Program. It’s such**

a great tool the company offers, and it was the catalyst to get me into my current role. Everyone who has crossed my path has been more than willing to open doors for me or introduce me to the right people to help me succeed.”



### Big Dreams, Will Travel Grant Enables Students to Explore Harvard, Yale and More

GM Financial funded a grant that allowed nine local students from the Young Women’s Leadership Academy of Fort Worth to embark on a journey to eight of the most prestigious colleges and universities in the United States.

[FULL STORY HERE >>](#)



### KRIS MORRIS

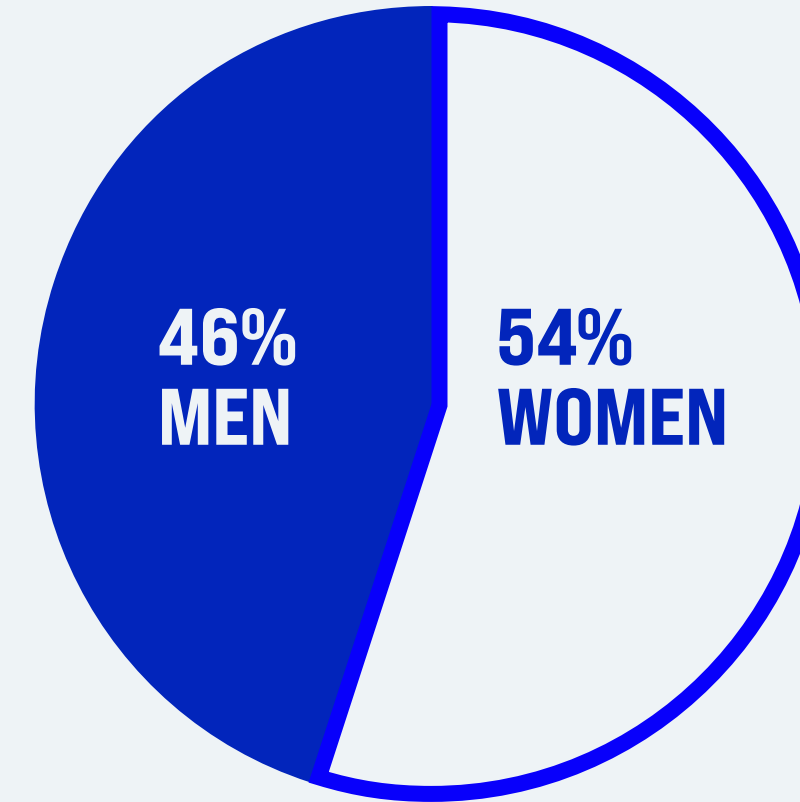
VP, Fleet Financing

**“ Both as a company and on my own team, we have implemented behaviors that drive us to not only embrace cultural differences but to listen to the varied background experiences of our team members when creating strategy and making decisions on how to best service our customers. In my 10 years at GM Financial, I’ve been able to help build a department and influence a workplace culture that reflects the value this company places on inclusivity.”**

## Our Data and Aspirations

# BY THE NUMBERS

We're proud to share the data on where we are and excited about where we're going.



### OUR 2023 GENDER BREAKDOWN

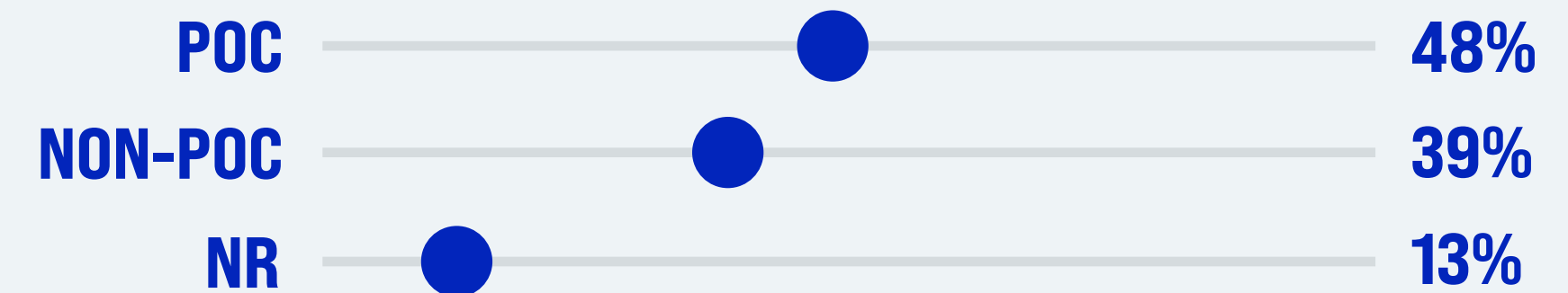
In 2023, women made up 54% of our 8,872 global team members.

	Female	Male
2022	55%	45%
2021	55%	45%
2020	56%	44%
2019	57%	43%
2018	56%	44%

### 2023 PROFESSIONALS OF COLOR IN THE WORKFORCE

Reporting ethnicity is voluntary at GM Financial.

\*Numbers reflect U.S. team members only



	POC	Non-POC	Not Reported
2022	47%	40%	13%
2021	50%	41%	9%
2020	53%	43%	4%
2019	57%	42%	1%
2018	56%	43%	1%

## Our Data and Aspirations

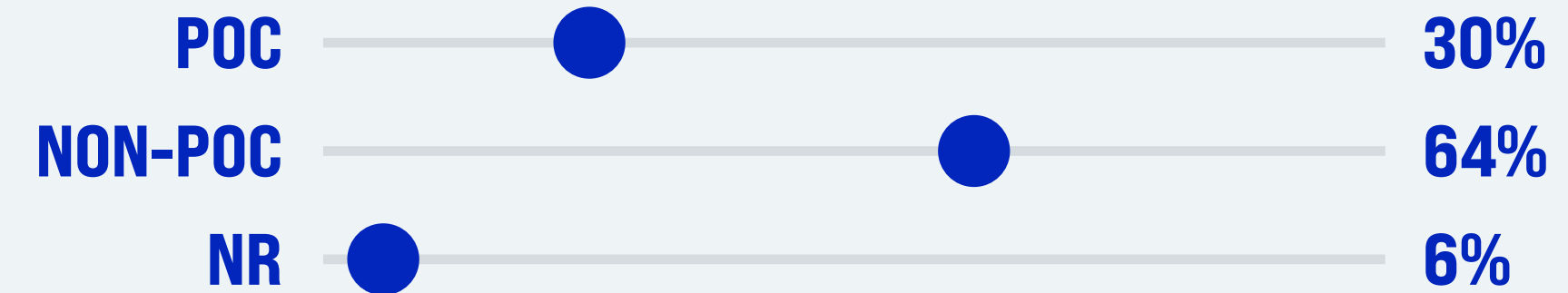
# OUR SENIOR LEADERSHIP

We've seen a steady rise in the percentage of professionals of color in management over the last several years. In 2023, we remained at 30% of professionals of color in leadership.

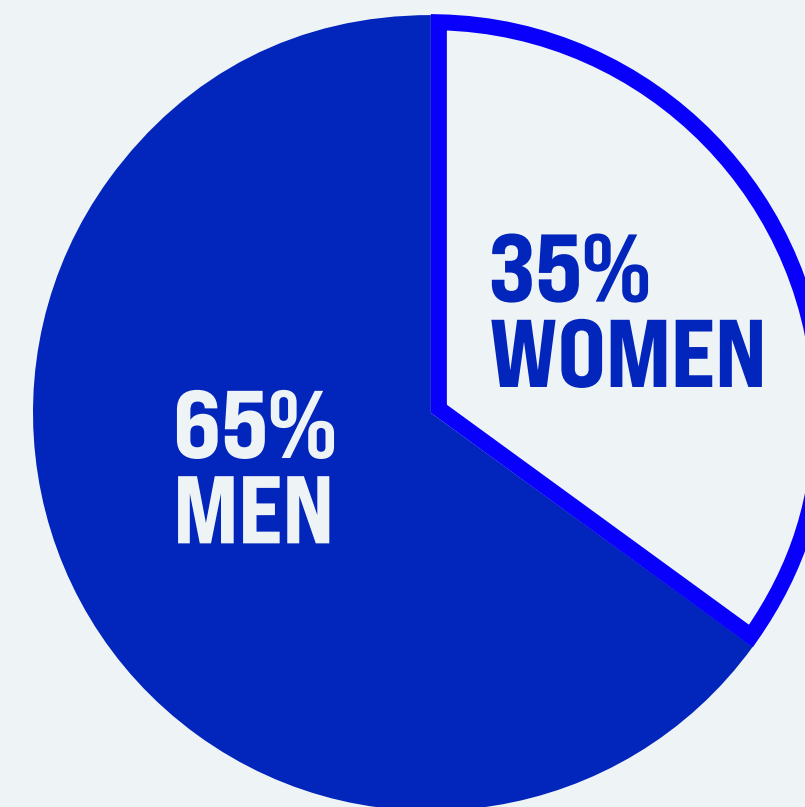
Our senior leadership is composed of leaders at Assistant Vice President management positions and above. We've seen a relatively consistent gender breakdown in this group since 2019.

## 2023 PROFESSIONALS OF COLOR IN LEADERSHIP

\*Numbers reflect U.S. team members only



	POC	Non-POC	Not Reported
2022	30%	66%	4%
2021	29%	67%	4%
2020	28%	68%	4%
2019	28%	72%	0%



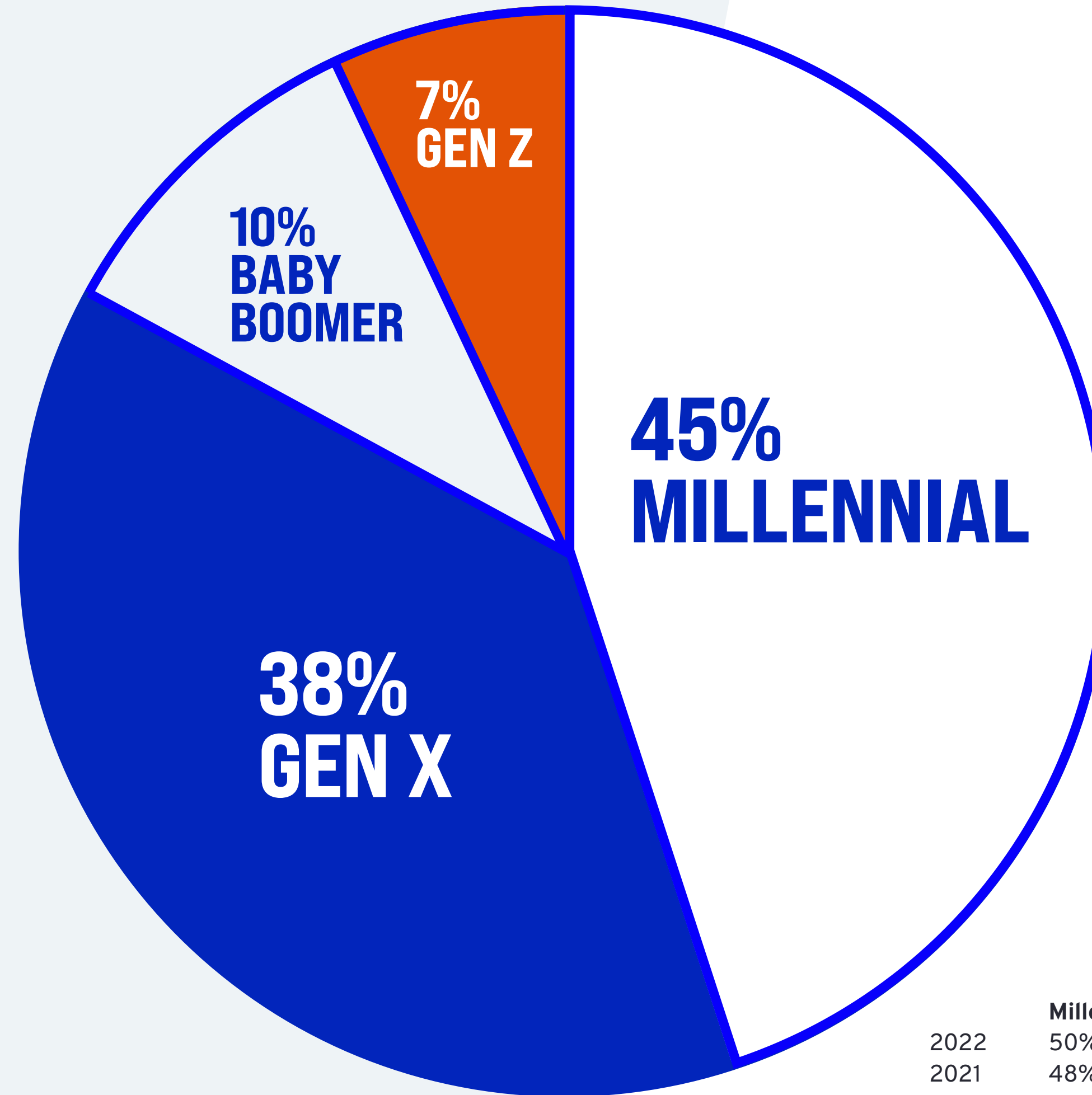
## OUR 2023 LEADERSHIP GENDER BREAKDOWN

## Our Data and Aspirations

# OUR 2023 GENERATIONAL BREAKDOWN

**Our workforce has become younger over the past year.**

To keep pace with our changing workforce, we started the YounGen ERG, which is focused on the needs, lived experiences and development opportunities for our young team members.



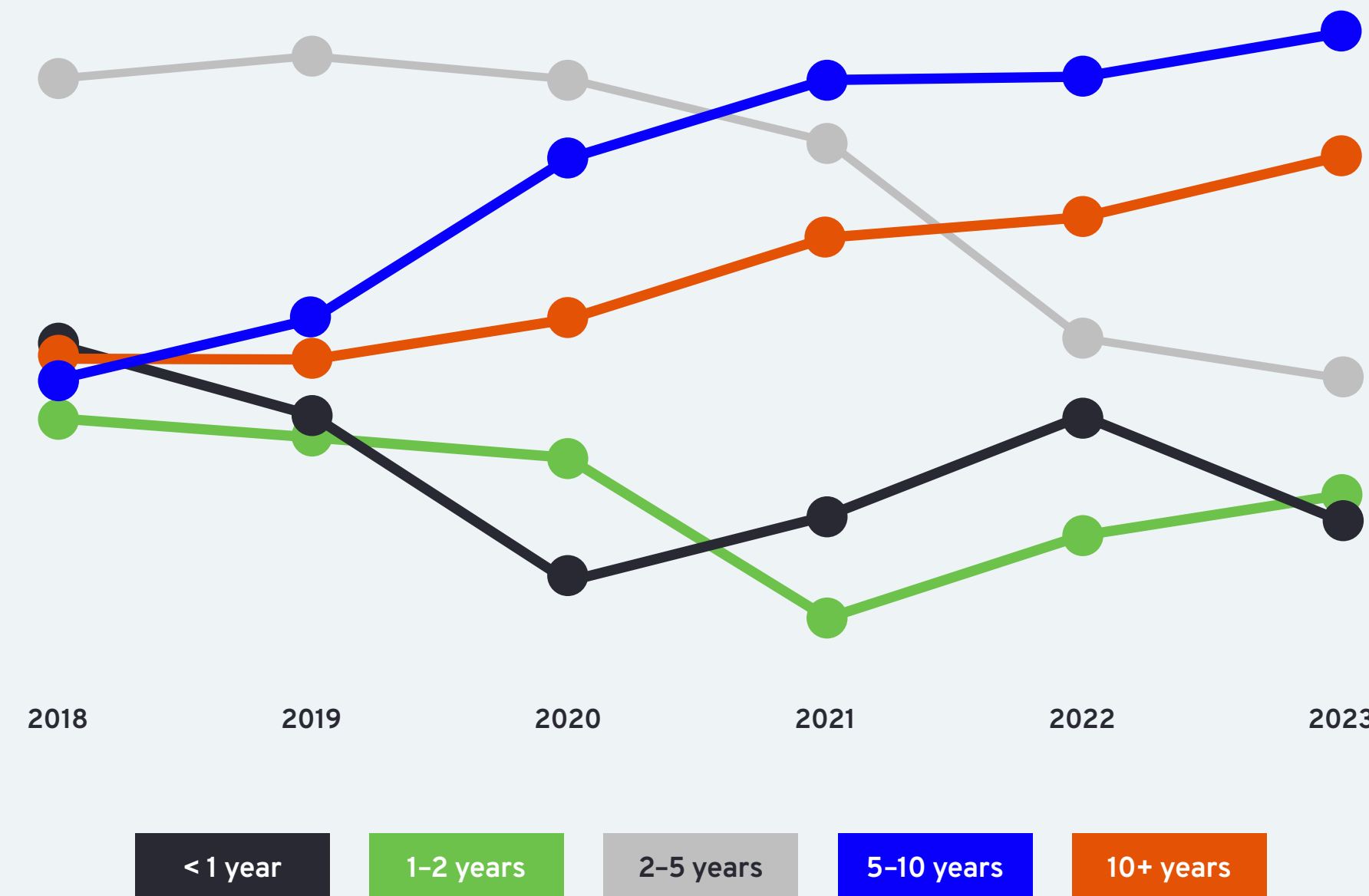
	Millennial	Gen X	Baby Boomer	Silent Gen & Gen Z
2022	50%	38%	11%	1%
2021	48%	40%	12%	<1%
2020	49%	39%	12%	<1%
2019	50%	39%	12%	<1%
2018	49%	39%	13%	<1%

## Our Data and Aspirations

# AVERAGE TENURE IN YEARS

We strive to create a culture of development and belonging for our team members. In fact, 62% of employees have been with the company for five years or more.

We promoted 899 employees in 2023. We strive to empower our team members to seek out internal opportunities to advance their careers.



**62%**  
OF TEAM MEMBERS  
STAY WITH GMF  
**5+ YEARS**

PROMOTIONS IN 2023  
**899**  
45% MALE 55% FEMALE

## Our Data and Aspirations

# 2023 DE&I COUNCIL PARTICIPATION

Our DE&I Global Council members are passionate. They work together to ensure team members feel heard, respected and welcomed at GM Financial.

**Some of the Council's 2023 accomplishments include:**

- » Creating a resource guide for leaders
- » Discussing ways to increase awareness around neurodiversity in the workplace
- » Partnering with the Talent Acquisition team to help share recruiting campaigns through social media

**99**  
**MEMBERS**  
**TOTAL**  

---

**86 U.S. MEMBERS**

**69%**  
**FEMALE**

**55%**  
**PROFESSIONALS**  
**OF COLOR**

**89%**  
**RETAINED AT**  
**GM FINANCIAL**

## Our Data and Aspirations

# GLOBAL MENTORING PROGRAM

More than 14% of our employees participated in the 2023 Global Mentoring Program. **We saw the largest class to date, almost doubling the success we had in 2022.**

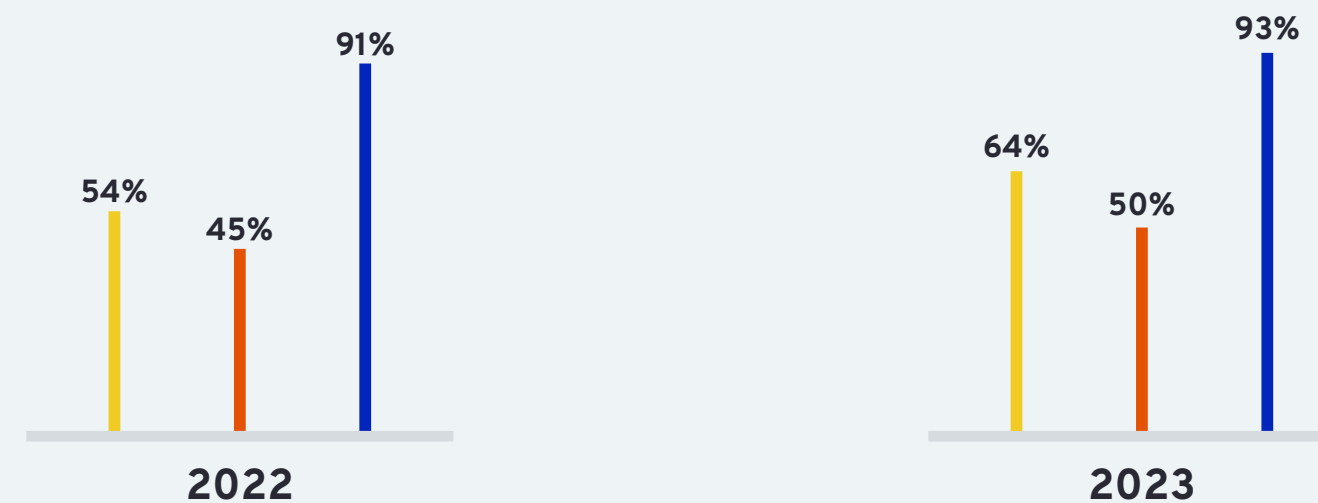
Along with the learning and networking that comes with the program, we also promoted 155 participants last year.

**>14%**  
PARTICIPATION  
IN GLOBAL MENTORING  
PROGRAM

**12%**  
PROMOTION RATE  
IN 2023  
2022: 17%

**647**  
2022 GLOBAL  
PARTICIPANTS

**1,263**  
2023 GLOBAL  
PARTICIPANTS



Female POC Retained



menttium®

### MENTTIUM PROFESSIONAL MENTORING PROGRAM

From thought-provoking questions and shared experiences to ongoing mentor/mentee relationships, our participants have strengthened their leadership skills. Some examples of growth include harnessing perspectives and valuing diversity of thought, exploring alternative solutions and empowering their teams.

MENTTIUM SINCE 2017:

**82**  
LEADERS  
PARTICIPATED

**83%**  
RETAINED AT GMF

**9%**  
PROMOTION RATE



## Our Community Impact

# CREATING LONG-LASTING CHANGE

GM Financial remains focused on creating meaningful changes in the communities where our employees reside and work.

From Texas and Michigan to international operations in Brazil and beyond, our reach is wide.



Filling the gaps:  
**4 ways to improve DEI in auto finance**

In an Auto Finance News feature, Shunda Robinson and other DE&I advocates discuss how initiatives such as mentorship programs, internal training and open-discussion forums are improving diversity throughout the auto finance industry.

[FULL STORY HERE >>](#)



# Our Community Impact

2023 was a year of giving back. Here are a few highlights:



» **KEYS® by GM Financial:** Our financial literacy program works to support our business every day by empowering the public through valuable financial knowledge. **In 2023, KEYS launched a podcast called Our Two Cents that covers personal finance in a conversational way.** The KEYS team also hit the road, traveling to Detroit, Washington, D.C. and around Dallas-Fort Worth to share financial trainings with schools, community groups and employees alike.

[LISTEN NOW >>](#)



» **Sophomore Leadership Intern Program (SLIP):** In its third year, SLIP grew to five participants. These rising sophomores largely represent Historically Black Colleges and Universities (HBCUs) and Hispanic-Serving Institutes (HSIs). During their eight-week program, they experience a different department each week to help prepare themselves for future internships and beyond.

» To commemorate their time in the program, the participants took part in a series of interviews detailing their eight weeklong experiences and SLIP's impact on their personal and professional lives.



## Voices of SLIP

Program Participants Share Their Summer Experiences

[PART 1 OF STORY HERE >>](#)

[PART 2 OF STORY HERE >>](#)



» **Volunteer PTO: Community impact isn't limited to in-office activities.** Our team members ventured to countless 501(c)(3) nonprofits to spend their dedicated volunteer hours. **Every full-time employee receives eight hours per quarter to volunteer,** while part-time employees get four hours per quarter.



# Our Community Impact

» **Brazil's DE&I Fair:** In July, more than 250 visitors from Chile, Colombia, Mexico and the U.S. traveled to Brazil to participate in a DE&I Fair. Featuring lectures that raised awareness of issues faced by people with disabilities and the visually impaired, the event highlighted a wide array of people. It also featured GM Financial's Employee Resource Groups (ERGs), including Pride, YounGen, Working Parents and Women's Inspiration Network (WIN). Overall, the fair was a huge success and a great step toward ensuring DE&I efforts are championed throughout GM Financial's international footprint.



**GM Financial's dedication to growing its positive impact will only continue to grow and evolve.** This past year's examples are proving just that.



**YURI DEMENY**

Senior Instructional Designer, Human Resources

“GM Financial's commitment to serving our communities aligns with my passion. **I appreciate being part of an organization that not only values its employees but also actively contributes to the well-being of our local communities.**”

## Our ERGs

# EMPOWERING TEAM MEMBERS

The best way for our business to develop and improve is by listening to the people that work here. That's why we sponsor five Employee Resource Groups (ERGs) to support team members.

ERGs are employee-led and serve as a resource for open dialogue, support and encouragement. An executive advisory council helps our ERGs pursue opportunities and address issues that matter to our team members.



**ROD  
HOOKER**  
AVP, Diversity  
and Inclusion

**“Our employee resource groups are instrumental in building a sustainable and inclusive workforce. Through their shared interest, members create a culture of support and engagement that keeps our DE&I mission at the forefront.”**

## Our ERGs



### Salute

#### U.S. Operations

Salute embraces and supports our proud community of military veterans, active-duty service members and their allies.



### Pride

#### North America and International Operations

Pride is a safe space where the LGBTQIA+ community and their allies come together to support, encourage and empower team members to bring the best version of themselves to work each day.



### Women's Inspiration Network (WIN)

#### North America and International Operations

WIN supports the recruitment, retention and development of talented women across the organization. It's dedicated to nurturing a fair, balanced work environment, with equal opportunity and respect for all.



### Working Parents

#### North America and International Operations

Working Parents provides awareness, resources, support and a voice for both new and experienced parents, guardians and caretakers.



### YounGen

#### North America and International Operations

YounGen is an engaged space for team members in the early stages of their career to share their voices and perspectives.



### Taking Flight: Air Force Master Sgt. Welcomed as Inaugural Hiring Out Heroes Fellow

As part of our ongoing commitment to support members in the military and veteran community, GM Financial welcomed U.S. Air Force Master Sgt. Jamie Johnson as the company's inaugural corporate fellow of the U.S. Chamber of Commerce Foundation's Hiring Out Heroes program.

[FULL STORY HERE >>](#)



# SETTING AN EXAMPLE

The pages of this report are a testament to what we've built together, how we've matured and where we expect to go from here. DE&I is who we are, but we must also embrace that it's not all about us.

Our DE&I leadership position is about more than a specific council or project. It's about more than a handful of dedicated executives. It's about more than GM Financial.

We know our DE&I journey can impact people outside the four walls of our office and recognize that the blueprints we create can affect our customers, our communities, our dealers, our industry and more.

Our work should continue to set the tone. It should show our peers what they, too, can accomplish. It should inspire thought, action and growth. It should drive lasting change and powerful results.

We are compelled to share our stories, lessons and goals with the expectation that others will learn from our experiences, and we're so looking forward to sharing more as we embrace our role, refine our strategies and forge ahead in our DE&I journey.

*Shunda Robinson*



**FINANCIAL**



**DIVERSITY  
EQUITY &  
INCLUSION**