

TERRY COLLEGE OF BUSINESS

INNOVATION
SPEAKER SERIES



A TERRY LEADERSHIP SPEAKER SERIES EVENT

TODAY'S SPEAKER: Joe Lawrence
Executive Vice President and COO
Porsche Cars North America, Inc.

WELCOME: Benjamin C. Ayers
Dean, Terry College of Business

ABOUT THE INNOVATION SPEAKER SERIES

The Terry College of Business believes creativity and adaptability are essential for career success. To highlight the importance of these skills and inspire students to become innovators of tomorrow, the Innovation Speaker Series welcomes business leaders who have sparked growth at their organization by introducing and embracing new ideas, processes, and technologies.



JOE LAWRENCE

Joe Lawrence is Executive Vice President and Chief Operating Officer for Porsche Cars North America, Inc. (PCNA), headquartered in Atlanta. He is responsible for sales and dealer network development in the United States and oversees PCNA's field operations. Lawrence assumed his current role in August 2013 after serving as President and CEO of Porsche Cars Canada, Ltd. for four years. He began his career selling cars in his hometown of El Paso, Texas, in 1989. Prior to arriving at Porsche, he worked for 15 years at BMW in a variety of sales and marketing positions in the United States, Germany and Canada.

Lawrence holds a bachelor's degree in economics from Southern Methodist University and an MBA from Emory University.



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