



2025 Page Annual Conference



**Julie Hamp,
Senior Advisor,
Toyota Motor Corporation**

In her 40-year career in communications, Julie Hamp has strengthened top global brands while cultivating talent and advising C-suite and regional leaders at start-ups and Fortune 50 companies. Her focus is on corporate reputation management, global media relations, and brand keeping.

She currently serves as Senior Advisor to Toyota Motor Corporation.

Previously, as the chief communications officer and a managing officer for Toyota Motor Corporation (TMC), Ms. Hamp led Toyota's global communications efforts, a role she took after serving as Chief Communications Officer for Toyota Motor North America. Later, she became a member of the Woven by Toyota (WbT) board of directors, a wholly owned subsidiary of TMC.

As Senior Advisor at JAJH Consulting Services, LLC, she served Finsbury, LLC and Hawksbill Group and clients who needed external stakeholder leadership advice along with guidance for sustainability reporting and global media relations. She says: *"Culture isn't just what a company says — it's how it listens, learns, and leads through its actions. That might mean reframing corporate messaging to building trust through real, emotional language — the kind that reflects what the company is doing in people's own towns. Not abstract values, but tangible actions they can relate to and connect with."*

Prior to joining Toyota, she was Chief Communications Officer and Senior Vice President for PepsiCo, reporting to the Chairman and CEO. Throughout her career,



she has led regional and global teams of 40 to 600 people. At PepsiCo, she added experience in consumer relations, financial communications; social media; and crisis communications.

Ms. Hamp held senior communications leadership roles across General Motors' global operations, including as VP of Communications for GM Europe in Zurich, where she served on both the GME and global strategy boards. She also led communications for GM's Latin America, Africa, and Middle East operations, directed public relations for eight North American vehicle brands, and served as VP of Communications for Saturn. Over her career, she and her teams have led more than 280 global vehicle and technology launches, managing media relations at major auto shows and product reveals worldwide.

With a bachelor's degree in communications and television production from Ferris State University and executive studies at the GM-Harvard Business School program, with a focus on Asia, she is an accredited PRSA member and belongs to the prestigious Arthur Page Society.

Julie Hamp loves global brand communications and helps companies lead with empathy, act with cultural intelligence, and build trust in the crazy intersection of media, government and investors. As the current Senior Advisor for Toyota Motor Corporation and the former Chief Communications Officer of Toyota Motor Corporation — and the first woman named to its executive team in Japan — she bridges leadership across borders. In addition to her current role as Senior Advisor to Toyota Motor Corporation, she most recently served on the Board of Directors of Woven by Toyota, contributing to its vision for mobility, innovation, and inclusive, community-centered design. Previously she served in senior communications leadership at PepsiCo during Indra Nooyi's transformative tenure, helping to advance the company's global reputation, purpose-driven messaging, and brand voice.