

AUTOMOTIVE

Audi of America adds to senior communications team

May 26, 2021



Emilie Cotter is the new senior vice president and chief communications officer for Audi of America. Image credit: Audi

By LUXURY DAILY NEWS SERVICE

Automaker Audi of America has appointed a new senior vice president and chief communications officer.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Emilie Cotter joined Audi of America as director of corporate and brand communications in September 2020, leading the automaker's public relations strategy for brand, corporate and lifestyle communications. In her new role, effective May 24, Ms. Cotter will be responsible for defining and leading a brand-driven communication strategy.

"Emilie's more than 20 years of experience from a variety of industries is the exact expertise Audi needs right now as we continue our transformation toward a more electrified, sustainable and inclusive future," said Daniel Weissland, president of [Audi of America](#), in a statement.

The new role

As senior vice president and chief communications officer, Ms. Cotter will report to the president of Audi of America. In addition to corporate, product and lifestyle communications, she will oversee Audi of America's government affairs team.

Ms. Cotter's role focuses on both internal and external stakeholder groups including media, dealers, partners, and state and federal policymakers.

Her resume includes serving as chief brand officer for nonprofit news organization Marketplace as well as senior vice president and partner at global public relations agency FleishmanHillard.



Tara Rush was the first woman to take charge of Audi's marketing efforts in the U.S. Image courtesy of Audi

In November 2020, Audi of America promoted Tara Rush to the role of a senior vice president and chief marketing officer, making her the first woman to take helm of its marketing efforts. She is responsible for all of the carmaker's marketing efforts across the United States including advertising, retail marketing, brand partnerships and social media ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.