

AUTOMOTIVE

Porsche North America's Ayesha Coker: Luxury Woman to Watch 2023

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Ayesha Coker

By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 25 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Ayesha Coker
Vice president of marketing

Porsche North America

Atlanta

"Even during the current transformational push for electrification and new technologies within the automotive industry, we prioritize our customers, meaning we must continue to meet and exceed their expectations"

What do you most like about your job?

There is nothing like seeing the excitement and joy of someone after having taken the wheel of a Porsche for the first time. Without exception, it warms my heart to see that instant emotional connection that people feel from driving our sports cars.

So, for me, the most gratifying part of the role is creating those unique and memorable luxury brand experiences that'll last a lifetime.

What is the biggest challenge in your work?

Since assuming my new role overseeing marketing for the U.S., one challenge I have encountered is balancing my new executive committee duties with staying closely engaged with my team, dealers and customers.

While navigating this new territory, I have been fortunate to have a strong and dependable team, which has given me the leeway to prioritize what requires my input while delegating other responsibilities where needed.

What is your work priority for 2023?

Next year marks our 75th anniversary. To celebrate this milestone, we are planning several events that will excite our customers and fans of the brand.

Most noteworthy is our signature event, Rennsport Reunion VII, which is a family reunion of sorts, where we will all gather at Laguna Seca near Monterey, California to celebrate the racing heritage, new products and experiences of Porsche.

What is your proudest achievement in luxury?

After building a 12-year career with a brand and team you love, I would have to say my recent promotion to vice president of marketing for Porsche Cars North America is one of my greatest professional achievements. To achieve this goal with a global luxury brand that you believe in and have grown with over the years is truly a privilege.

How do you see luxury evolving in 2023?

For Porsche, taking the customer experience to the next level is the benchmark that we continue to push in a competitive luxury segment.

Even during the current transformational push for electrification and new technologies within the automotive industry, we prioritize our customers, meaning we must continue to meet and exceed their expectations.

[Please click here to see the entire Luxury Women to Watch 2023 list](#)

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