

Sherrie Weitzman

Bio

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Sherrie Weitzman was named to her current position as National Advertising Manager at Cadillac in the fall of 2009. In this capacity she is responsible for all car line advertising, as well as oversight of the new creative agency of record, BBH/New York. Weitzman previously handled divisional ad responsibilities at Cadillac, including the brand's role in GM's "May The Best Car Win" campaign and various OnStar initiatives. Prior to joining the Cadillac team in 2006, Weitzman headed up the advertising and communications function for GM's Customer Relationship Management team, working on cross-divisional initiatives, both consumer and B2B, and the GM Card marketing programs.

Weitzman joined GM in 1997 as Ad Manager, Passenger Cars, at Chevrolet; she later became the brand manager for the launch of the first generation Chevy Equinox in 2004.

Before joining the automotive giant, Weitzman had a diverse career in non-automotive advertising. She worked at several Detroit-based agencies on various accounts such as Whirlpool, Kmart, FTD, Comerica, et al. Her agency experience includes stints at Ross Roy, Stone & Simons, The Berline Group, D'Arcy Masius Benton & Bowles (DMB&B) and Doner. Weitzman was recruited to join General Motors at a point in time where the manufacturer decided they needed to hire advertising and marketing expertise from non-automotive industries, in particular, ad agencies.

Being a standout female in a male-dominated industry is not new to Weitzman, however. From 1992-1996, she was Director of Marketing Services at Lionel Trains, which at the time, was headquartered in suburban Detroit. Model railroading enthusiasts are primarily men, and the company employees were equally reflective of their audience. Weitzman was often the only female at dealer meetings, trade events and hobby shows around the country.. Being a female in a male-dominated category in that case was an advantage; the customers very much appreciated a woman who shared their enthusiasm for the hobby.

Weitzman dedicates much of her non-working time in support of the Detroit advertising community. She has been a member of Adcraft (the advertising club of Detroit) since 1979 (four years after the Club first allowed women as members), and is currently on the Executive Board. The Club has many outreach efforts to bring in speakers of note, raise scholarship monies, engage young people in the industry, and to promote creativity in Detroit. Weitzman is also a member of the D Council, a creative-centric committee of Adcraft, responsible for the annual "D Show", an awards show that recognizes creativity in Detroit ("the D"). Weitzman co-chaired the 2009 event with Matt Canzano, Executive Creative Director of McCann/Detroit. Weitzman and Canzano will reprise their hosting duties in 2010 .

An active alum of both University of Michigan (BA, Education) and Wayne State University (MBA, Marketing), Weitzman is a lifelong Detroit-area resident.