



## LAURA DUDA

Senior Vice President and  
Chief Communications Officer

**Laura Duda** is Senior Vice President and Chief Communications Officer of The Goodyear Tire & Rubber Company. As the chief communications officer, Duda leads all internal and external communications for the company, including public and media relations, employee communications, corporate reputation management, philanthropy and community relations, as well as Goodyear's fleet of world-famous airships.

Duda joined Goodyear in 2016, serving as Vice President of Communications for the company's Americas business unit. Before joining Goodyear, Duda led corporate, utility and commercial communications for Chicago, Ill.-based Exelon Corporation and corporate and utility communications for Tampa, Fla.-based TECO Energy, Inc.

Raised in St. Petersburg, Florida, Duda attended Western Carolina University, earning a Bachelor of Arts degree in Writing & Editing. She later received her Master of Arts degree in Mass Communication from University of Florida and her Master of Business Administration degree from The University of Tampa. She is accredited in Public Relations and is a member of the Arthur W. Page Society and a graduate of Leadership Tampa, Leadership Greater Chicago and Leadership Akron.

In 2023, Duda was named a Top 50 Chief Communications Officer by the National Diversity Conference. In 2020 and 2021, she was named to the National Diversity Council's Power 50, honoring women in the C-suite from top corporations who endeavor to improve not just companies, but communities as well. She was also named to PR Week's 2021 Hall of Femme, recognizing inspiring women who set the bar higher within their organizations, nominated by their peers and colleagues, and as one of the 2021 Women of Note by Crain's Cleveland Business. Duda is an executive sponsor of the Goodyear Black Network, a board member of United Way of Summit & Medina and the Greater Akron Chamber of Commerce and a trustee of the Rock & Roll Hall of Fame and the Institute for Public Relations, where she chairs the research committee. In early 2023, Duda was named to the advisory board of Signal Akron, a nonprofit news organization producing independent public service journalism online. She is serving as co-chair of the 2024 Harvest for Hunger campaign of the Akron-Canton Regional Foodbank.