



Marianne Johnson

Executive Vice President and Chief Product Officer

Marianne Johnson is executive vice president and chief product officer at Cox Automotive, where she leads the company's product, engineering, data, security and technology teams, as well as the new product innovation discipline.

In her role, Johnson partners closely with the Cox Automotive executive team to deliver innovative solutions that create opportunities for the company's clients while driving sustainable growth for Cox Automotive. Johnson led Cox Automotive's technology and data transformation to become cloud-native and data-first. As a result, our DRiVEQ data intelligence engine enables Cox Automotive's breadth of data-driven AI solutions.

As a 33-year veteran in the FinTech field, Johnson has helped shape the space, both through a technology and product innovation lens, and is applying her wealth of experience across the Cox Automotive ecosystem.

Before joining Cox Automotive, Johnson was at First Data where she was head of product innovation and technology for the network and security solutions line of business and senior vice president of enterprise commercialization.

Prior to First Data, Johnson was an executive vice president at Elavon, a U.S. Bank company, where she led global product innovation. Before Elavon, she served as a key driver of strategic growth at Equifax as senior vice president of U.S. growth and operations where she successfully delivered new product innovation that resulted in significant revenue growth and served as an impetus for future innovations.

Johnson is a well-respected and awarded member of the technology industry, and she embodies the Cox spirit through her commitment to community. She recently stepped into the role of co-chair for Cox Automotive's "Empow[HER]" employee resource group. She has been named one of the top Chief Product Officers in the 2024 CPO Awards, presented by Products That Count, one of the top chief product officers driving business transformation in 2024 by CIO World, one of the top Women Worth Watching® by Profiles in Diversity Journal® and Woman of the Year by The Technology Association of Georgia. She was also honored in 2011 as a Turknnett Leadership Character Award Nominee. She's expanded her community involvement to include supporting the United Way and WIT – Women in Technology.