

Director, Government Affairs

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Executive Bios

Executive Biography:BARBARA NOCERA

Title: Director, Government Affairs

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EXECUTIVE BIOGRAPHY: BARBARA NOCERA

Title: Director, Government Affairs, Mazda North American Operations

As director of government affairs for Mazda North American Operations, Barbara Nocera is responsible for

leading Mazda's Washington, D.C. government and public affairs team, managing its advocacy initiatives, serving as the main company contact point for federal and state governments, and being the chief lobbyist for the company.

As an active member of the Alliance of Automobile Manufacturers, Nocera helps develop and implement strategies shaping the outcome of U.S. laws and regulations that affect the auto industry. Additionally, Nocera is the program director for Mazda's corporate foundation, where she oversees donations to various charitable organizations.

Nocera began her career with Mazda in 1997. Prior to joining Mazda, Nocera was the transportation analyst for the U.S. International Trade Commission. She also served at Honda for nearly seventeen years in various government relations capacities.

Nocera earned her bachelor's degree from Roanoke College, an MBA from The George Washington University and a certificate in public relations from the University of Virginia. Nocera is married with three grown children and lives in Alexandria, VA.

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