

**Heidi Magyar**  
**Director of Corporate Giving**  
**General Motors North America**



Heidi Magyar, director of corporate giving, had previously served as director of community outreach. Magyar was among the chief developers and organizers of the GM Student Corps. A former plant communications manager, Magyar understands the need for deep connections between companies and communities.

Magyar, who joined GM in 1997, helped launch two major Michigan GM facilities – the Lansing Grand River Plant, GM's first U.S. plant to fully utilize the company's then-new Global Manufacturing System; and the Lansing Delta Township Plant, GM's newest U.S. assembly plant and one of the country's first

Leadership in Energy and Environmental Design (LEED) -certified factories.

"Businesses must stay connected to the communities where they operate, and be a good neighbor by giving back," said Magyar. "The GM Student Corps is going to help us assist Detroit-area neighborhoods at the same time we give our young people educational and life skills."

Prior to her current assignment, Magyar was an executive communications manager supporting the president of GM North America and other key product and technology executives. She assumed that role after leading plant communications in Lansing, Saginaw and Bay City, including managing plant-community partnerships.

Magyar also was a communications coordinator for the former Saturn and Oldsmobile divisions, and as an employee of EDS Corp., worked as a customer assistance advisor for Oldsmobile and ACDelco.

Her many community contributions include serving as a GM Champion Council member since 2010 to East Detroit High School; Capital Area United Way, Girl Scouts of Michigan Capital Council board member, and the Lansing 150 Celebration. Magyar also has led GM's involvement in "Pictures of Hope," a program that gives children who live in homeless shelters or are in at-risk situations the ability to capture their hopes and dreams through photography. The photos are turned into cards that are sold to benefit charities.

Magyar lives in Laingsburg, Mich. She graduated from the University of Michigan-Flint with a bachelor's degree in communications and public relations.

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