

Hertz Announces New CMO and CHRO Bolsters Leadership Team and Customer and Employee Focus with Solid Fortune 50 Experience

ESTERO, Fla., Aug. 30, 2017 /[PRNewswire](#)/ -- Hertz Global Holdings, Inc., (NYSE: HTZ) today announced that two new Officers will be joining the Company: Jodi Allen, as executive vice president and chief marketing officer (CMO), and Murali Kuppuswamy, as executive vice president and chief human resources officer (CHRO). Allen brings deep consumer experience from The Procter & Gamble Company and Kuppuswamy previously served in HR leadership roles at Baker Hughes/General Electric, where he built strong cultures for employee growth and engagement.

"Jodi and Murali have a wealth of experience leading Fortune 50 companies developing brands and building talent, respectively, and we're thrilled to have them on board," said Kathryn V. Marinello, president and chief executive officer of Hertz. "Their collective best-in-class experience rounds out our leadership team and aligns with our strategic objectives of bringing customers and employees to the forefront of everything we do."



Allen will join Hertz on October 2, leading global marketing efforts to re-energize the Hertz, Dollar, Thrifty and Firefly brands. Allen has more than 30 years of consumer experience in various leadership roles at The Procter & Gamble Company. Most recently, Allen served as vice president and general manager, North America Hair Care at Procter & Gamble, where she managed a cross-functional team responsible for developing portfolio strategy across six brands. Prior to that, Jodi spent eight years in Baby Care and General Management and 19 years in various other key positions at Procter & Gamble.

"I'm excited to join Hertz at such a pivotal time," said Allen. "I admire Hertz's strong brand recognition, high consumer awareness and rich brand heritage and see so much potential to move the needle. I look forward to working with the talented team at Hertz and harnessing my experience at Procter & Gamble to build a first-class experience for customers."

Kuppuswamy will start on September 12, and will be focused on elevating strategic HR practices and aligning the organization. Over the course of his more than 30-year career, Kuppuswamy has earned a consistent track record of excellence in human resources. Kuppuswamy worked for Baker Hughes (recently acquired by General Electric) for close to six years in various senior HR leadership roles in the US, Europe, Africa and Russia Caspian, and most recently served as CHRO. Prior to that, he worked for nearly 20 years at General Electric in various HR leadership positions including GE Global Research, GE Capital and GE Lighting divisions in the U.S and India. His global HR experience includes organization transformation, strategy formulation and operational expertise.

Kuppuswamy remarked, "Employees are a company's most precious asset and that is something that Hertz recognizes and places great emphasis on. I am looking forward to leveraging my turnaround experience to help build a culture of trust, speed, accountability and impact at Hertz. I very much look forward to joining the team."

About Hertz

The Hertz Corporation, a subsidiary of Hertz Global Holdings, Inc., operates the Hertz, Dollar and Thrifty vehicle rental brands in approximately 9,700 corporate and franchisee locations throughout North America, Europe, The Caribbean, Latin America, Africa, the Middle East, Asia, Australia and New Zealand. The Hertz Corporation is one of the largest worldwide airport general use vehicle rental companies, and the Hertz brand is one of the most recognized in the world. Product and service initiatives such as Hertz Gold Plus Rewards, Ultimate Choice, Carfirmations, Mobile Wi-Fi and unique vehicles offered through the Adrenaline, Dream, Green and Prestige Collections set Hertz apart from the competition. Additionally, The Hertz Corporation owns the vehicle leasing and fleet management leader Donlen Corporation, operates the Firefly vehicle rental brand and Hertz 24/7 car sharing business in international markets and sells vehicles through Hertz Car Sales. For more information about The Hertz Corporation, visit: www.hertz.com.

SOURCE Hertz Global Holdings, Inc.

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