



Dena LaMar

Chief Inclusion and Diversity Officer

Dena LaMar joined Advance Auto Parts in July, 2017 and has served in her current role of Chief Inclusion and Diversity Officer since October 2020. Previously Dena was the Regional Vice President for the Great Lakes Regions and was responsible for the strategy to drive the customer experience, operational excellence, talent development, and sales and profits for stores located in Pennsylvania, Ohio, West Virginia, New York, and Maryland.

Prior to joining Advance, Dena has over 20 years of sales, operations, retail, customer experience, and financial services/banking experience. Dena joined Advance from GetGo Cafe & Market a division of Giant Eagle Corporation, where she was the Vice President of Store Operations. She was responsible for the operational success, focused on growing the convenience, quick serve restaurant, and fuel business while establishing the overarching strategy to drive customer experience, process execution, people leadership, and P&L performance.

Dena was with Walmart Corporation where she was the Regional General Manager for Pennsylvania. Responsible for the operational success of multiple markets, increasing market share and topline sales, customer experience, people leadership, and P&L with over 10 billion dollars in yearly annual sales for over 35,000 Walmart Associates. Prior to joining Walmart, Dena was with Bank of America Corporation, as a Senior Vice President and Market Executive for Metropolitan Atlanta, Ga.

Dena is a graduate of North Carolina A&T State University, Northern Virginia University, Carnegie Mellon Executive Education Leadership Program, is Green Belt and Black Belt Certified in Project Management. Dena currently serves on Children's Hospital of Pittsburgh Foundation Board, Pittsburgh Ballet Theater Board, Pittsburgh Opera Board, Robert Morris University President Council, The Pittsburgh Promise Foundation, and is an alumnus of Leadership Pittsburgh.

Dena, her husband Marty, and their daughter Kennedy reside in suburban Pittsburgh, Pennsylvania.