



Jocelyn Allen Coley is Co-Founder and Chief Executive Officer for [The Allen Lewis Agency](#) (TALA), a full-service agency committed to helping clients tell their stories, build their brands, commemorate experiences and expand their business. The agency has worked with companies and brands including Nissan North America, Ally Financial, Disney Theatrical Group, The Chemico Group, City of Detroit, Detroit Water and Sewerage Department, GreenPath Financial Wellness, Charles H. Wright Museum of African American History, Detroit Public Schools Community District Foundation, Detroit Opera, James H. Cole Homes for Funerals and Mars Petcare. At TALA, Coley is responsible for the agency's overall direction, business development, team/talent, vendors and managing client services.

Coley brings twenty-five years of experience in public relations and communications. Prior to TALA, Coley served as the Director of Regional, Grassroots, and Diversity Communications for General Motors (GM) and Director of the company's Diversity Marketing and Communications Center of Excellence. She oversaw communications strategy for GM's U.S. regional offices and its national diversity outreach. In this role, Coley shared the company and its brands' stories with African American, Asian, Hispanic, LGBT and military veteran audiences, helping the company gain entrée into these markets using a vast network of multicultural and lifestyle news contacts and major event organizers such as the Essence Music Festival, the Trumpet Awards, the Stellar Awards, CAAMFest, Black Girls Rock! and the American Black Film Festival. Coley headed the PR effort for the GM Foundation's donation to the Martin Luther King, Jr. Memorial in Washington, D.C.

Coley served as Vice President of Public Affairs and Corporate Communications for OnStar, where she led internal and external communications efforts including the launch of OnStar in China and the introduction of a groundbreaking new OnStar service—Stolen Vehicle Slowdown. As Manager of Global Broadcast Media Relations, Coley played a crucial role in helping GM shift its communications mindset to storytelling among media outlets beyond print media.

Coley's foray into communications began soon after receiving a Bachelor of Arts degree from the University of Notre Dame, when she began working as a production assistant on major feature films including Oliver Stone's "Zebrahead" and Penny Marshall's "Renaissance Man." From film, Coley moved to television, taking on production roles at WDIV, Detroit's NBC affiliate, where she managed daily live newscasts, on-air direction of talent and production for major live events including the Detroit Fireworks and North American International Auto Show

(NAIAS). Coley stage-managed the Detroit segment of the CBS Thanksgiving Day Parade for seven consecutive years.

In 2008, Coley received a master's degree in Organizational Communications and Public Relations from Wayne State University, where she has also taught as an adjunct professor. Coley is a member of the Directors Guild of America (DGA) and the Public Relations Society of America (PRSA), serves on the Wayne State Board of Visitors, and The Nature Conservancy board.

Coley is the recipient of numerous professional and community awards, including the inaugural Michigan Chronicle Women of Excellence Award (2008), the Urban Wheel Awards Minority Executive of the Year (2009), Alternatives for Girls Corporate Role Model Award (2010), and the Black Alumni of Notre Dame Pillar Award (2012). In April 2015, Wayne State University recognized Coley with its PR Alumni Award during the university's Public Relations Student Society of America (PRSSA) annual luncheon.

Coley's many career accomplishments and experiences are a point of pride, but they pale in comparison to her life's most cherished experiences as mom of son Michael, wife of husband Brandon, 'glammy' to granddaughter Zuri and daughter of Rev. Dorothy Allen and the late James Carvan.

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