



## **Barbara Cooper**

President, Barbara L. Cooper Consulting, LLC

Barbara Cooper is an award-winning CIO with more than 40 years of IT and leadership experience. She was recognized in the IT industry as a risk taker and innovator for applying both state of the art technology and revolutionizing IT strategy, organization and talent management. Barbara retired several years ago as the CIO for Toyota Motor North America. She was responsible for the strategy, development and operation of all systems and technology that support Toyota in the North America region. In addition to her CIO role, she was also responsible for leading the University of Toyota, providing corporate training and professional development for all North America Toyota employees and technical product training and support for all technicians working for Toyota and Lexus dealerships. She founded the first business support network for women at Toyota.

Barbara's impressive career spans four decades across several industries in addition to automotive. Barbara was the CIO for MicroAge, Inc., a technology distribution company in Tempe, AZ, CIO for Maricopa County in Phoenix, AZ and also served as County Manager during a significant financial crisis for the county where she returned them to solvency. She was the first female Vice President representing technology globally for American Express where she led the introduction of end user computing. She began her career at Miller & Paine, a retail department store chain, where she rose from the role of executive assistant to the president to director of information systems, where she pioneered the first bar code system in the retail industry.

Barbara concluded her career having been one of the most highly recognized and successful CIOs of her generation. She was named by McGraw Hill Publishing as one of the Top 100 Women in Computing in 1996, inducted into the CIO Hall of Fame in 2007 by CIO Magazine, chosen for the 2001 Computerworld Premier IT Leader Award and received the CIO 100 Award in 2005 from CIO Magazine. Ziff Davis' CIO Insight's ranked her sixth of the top 100 global CIOs in 2007 and awarded the Top 100 Most Influential Global CIO's 2008. In addition, she was recognized by Automotive News as one the Top 100 Women in the Automotive Industry in 2000, 2005, 2007 and 2010. Barbara's successful transformation of IT at Toyota was recognized as a cover story for CIO Magazine in 2005, "The Big Fix", and was subsequently turned into a business case that is currently being taught at the College of William and Mary, and Amherst College Executive MBA programs

