



**Daryl Layson, Marketing & Communications Associate
Dana Incorporated**

Daryl Layson is a Marketing & Communications Associate for Dana Incorporated, a global, Fortune 500 company in the automotive manufacturing industry headquartered in Maumee, Ohio. Daryl supports the Corporate HR department by managing internal marketing & communication platforms & initiatives. As the communications lead on the Employee Experience Team, he supports all employee resource groups, programs, events, and activities geared toward employee engagement. Additionally, Daryl serves as a co-lead for Dana Incorporated's University Relations program, traveling to various colleges/universities around the U.S. to recruit and build up a pipeline of top talent. Through the unique mix of experience between marketing and HR, Daryl discovered a passion for especially connecting with young professionals who are either new or preparing to enter into the workforce.

Daryl is a 2016 graduate of the University of Toledo with a Bachelor of Business Administration degree specializing in Marketing. He serves on the Board of Directors for non-profit, Food For Thought, which is an organization that helps fight against food insecurities in NW Ohio. Daryl also serves on the Young Artists At Work (YAAW) Committee, which is a summer arts apprenticeship program offered through the Toledo Arts Commission that exposes area teens to learn creative & job skills, and to also connect to the community through the creation of public art and salable works.

Daryl was born and raised in Toledo, OH and is a current resident.