

Bridget Sponsky, Ally Financial

Bridget Sponsky is the executive director of brand and sponsorship marketing at Ally leading a team with responsibility for the strategic direction and execution of the brand, sponsorships and partnerships and a focus on multicultural marketing, driving a diverse and inclusive culture.

Prior to joining Ally in October 2008, Bridget held various positions at several advertising agencies including Young & Rubicam, Doner and Campbell-Ewald in the areas of brand and retail advertising, experiential and sports & entertainment marketing.

As a mentor to college students spanning several universities across the country and young talent in the industry, Bridget focuses much of her free time in the development of her mentees. Bridget is also a current board member of The Bottomless Toy Chest, a non-profit organization devoted to bringing joy, hope and toys to pediatric cancer patients. As an Ally LEADing the Way award recipient serving as an example of leadership, she consistently demonstrates a commitment to support Ally, her customers and her colleagues. She is a champion for women in sports and is focused on creating more opportunity and equity for women athletes.

Bridget earned a bachelor's degree in advertising from Michigan State University. She is a busy mother of two incredible daughters and active in fundraising and volunteerism for several community organizations.