

Julie Herrera is a South Texas native who entered the car business in 1990 as a sales associate.

Today, she's the Dealer Principal of the nation's #6 volume Toyota Dealership, Toyota of Cedar Park, where she leads a growing team of 350 employees. Toyota of Cedar Park spearheaded the Austin area's only International Women's Day Gala and regularly supports local chambers of commerce, nonprofit organizations and countless community groups. The dealership has also embarked on a \$1 million campaign to lend financial support to the Williamson County Children's Advocacy Center.

In the fall of 2023, Herrera will launch City Limits Subaru in South Austin after a highly competitive selection process. She is one of a very small percentage of female owners in the automotive industry, yet statistics show 82% of all vehicle purchases are either made or influenced by women.

"I want women to know they have a place in automotive. Our industry needs more talented women to share their gifts."