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## **Errin Braddock**

*Vice President and Chief Diversity Officer  
Enterprise Holdings, Inc.*

Errin Braddock is a Vice President and the Chief Diversity Officer for Enterprise Holdings, Inc. In this position, he is responsible for bringing to life the company's strategic vision for diversity, equity and inclusion (DE&I). That includes developing and implementing an enhanced global DE&I strategy to advance key initiatives, as well as tracking and communicating progress toward organizational objectives.

Enterprise Holdings operates – through an integrated global network of independent regional subsidiaries and franchises – the [Enterprise Rent-A-Car](#), [Alamo Rent A Car](#) and [National Car Rental](#) brands, as well as nearly 10,000 fully-staffed neighborhood and airport locations, including franchisee branches, in more than 90 countries and territories. Enterprise Holdings is the largest car rental company in the world, as measured by revenue and fleet. In addition, Enterprise Holdings is the most comprehensive service provider and only investment-grade company in the U.S. car rental industry.



The company and its affiliate [Enterprise Fleet Management](#) together offer a total transportation solution, operating more than 1.85 million vehicles throughout the world and accounting for nearly \$23.9 billion in revenue in fiscal year 2021. Combined, these businesses include the [Car Sales](#), [Truck Rental](#), [CarShare](#), [Commute vanpooling](#), [Exotic Car Collection](#), [Subscribe with Enterprise](#), [Car Club \(U.K.\)](#) and [Flex-E-Rent \(U.K.\)](#) services, all marketed under the Enterprise brand name, as well as travel management and other transportation services to make travel easier and more convenient for customers. The annual revenues of Enterprise Holdings – one of America's largest private companies – and Enterprise Fleet Management rank near the top of the global travel industry, exceeding many airlines and most cruise lines, hotels, tour operators, and online travel agencies.

Braddock, who has spent significant time as in-house counsel and a practicing attorney, has worked on a wide variety of labor and employment issues over the years. From 2002-08, he specialized in labor and employment matters as an associate at the St. Louis law firm of Blackwell Sanders Peper Martin (now Husch Blackwell). Throughout his career, Braddock has provided counsel and support on affirmative action compliance, inclusion and diversity training in addition to equal opportunity laws.

Braddock joined Enterprise in 2008 in the role of Employment Counsel. In 2014, he was promoted to Assistant Vice President for Labor and Employment. He advanced to Vice President for Labor and Employment in 2020 before the promotion to his current position of Vice President & Chief Diversity Officer in 2021.

DE&I is not just a passion for Braddock, but one that he has lived throughout his life. During his time at Enterprise, he has provided strategy and counsel with a focus on initiatives that can move the business forward. He has provided direct support, coaching and guidance to the company's DE&I team since its inception. Specific engagement has centered around the creation and alignment of content for the company's DE&I programs and training with an eye toward accountability. He is a key advisor for the company's HR professionals, General Managers and other senior leaders on difficult issues related to race, age, gender and disability opportunities.

Braddock earned his B.A. in political science from Hampton University and J.D. from Washington University in St. Louis. Outside of his full-time job, Braddock has dedicated his time and expertise to organizations committed to serving underrepresented communities. He has served on more than 10 local boards of directors, including his current involvement with the St. Louis Public Schools Foundation, Girls, Inc. and DeSmet Jesuit High School.