

FOR IMMEDIATE RELEASE:

***FORMER RIVIAN EXECUTIVE LAURA SCHWAB FIRED TWO DAYS AFTER REPORTING
GENDER DISCRIMINATION AND TOXIC “BRO CULTURE”
Files Lawsuit and Arbitration Alleging Discrimination and Retaliation***

ORANGE COUNTY, CALIFORNIA (November 4, 2021) – Former VP of Sales and Marketing at Rivian and auto executive Laura Schwab filed suit today against [Rivian](#) for gender discrimination and retaliation.

She spoke out about her experience at Rivian and why she filed her lawsuit in a [blog post](#) today writing:

“Rivian publicly boasts about its culture, so it was a crushing blow when I joined the company and almost immediately experienced a toxic bro culture that marginalizes women and contributes to the company making mistakes. I raised concerns to HR about the gender discrimination from my manager, the “boys club” culture, and the impact it was having on me, my team, and the company. Two days later, my boss fired me.”

Ms. Schwab’s attorney, David A. Lowe, Partner at Rudy Exelrod Zieff & Lowe added, “Ms. Schwab worked her way up from an entry-level position in the automotive industry to senior executive roles only to experience the marginalization and exclusion that many talented women at the top of their fields still face. She showed leadership and courage in speaking up about the discrimination she experienced at Rivian and was summarily fired. Ms. Schwab is determined to hold Rivian accountable for its bad behavior.” Lowe has previously represented other female executives who experienced gender discrimination and retaliation, including Pinterest former Chief Operating Officer Francoise Brougher. His firm represented Ellen Pao in her trial against venture capital firm Kleiner Perkins.

Ms. Schwab joined Rivian in November 2020 and was tasked with building the company’s sales and marketing department. Prior to joining Rivian, Schwab worked 20 years in the auto industry, including executive roles at Jaguar Land Rover and five years as President of Aston Martin (The Americas), where she was the first female president in Aston-Martin’s 108 -year history. She was drawn to Rivian because of how Rivian describes its culture, yet Schwab said Rivian had the worst culture for women that she has experienced in her 20 years in the auto industry.

While at Rivian, Ms. Schwab raised concerns that the publicly announced dates for manufacturing and delivery of vehicles were not achievable. Mr. Lowe added, “when Ms. Schwab raised concerns about the important aspects of the business within her scope of responsibility, senior executives at the company ignored her voice--despite her expertise, experience, and qualifications to help resolve these issues. She was not taken seriously in contrast to male peers with less industry experience, and she was excluded from the important strategy discussions about these issues.”

Ms. Schwab has decided to speak out to prevent retaliation like this from ever happening again. She added, “I have always been an advocate for women, and I thought it was important for a company that prides itself on culture to address gender discrimination at its senior ranks. Rather than taking my concerns seriously, I was terminated. Women should not be afraid to speak out and the culture needs to change, and that is why I am coming forward to hold Rivian accountable.”

Contact:

Press Inquiries

Izzy Olive
Trident DMG
+ 1-202-440-2210
iolive@tridentdmg.com

To contact Ms. Schwab's attorney, email David Lowe at dal@rezlaw.com.