Toyota Motor North America Announces Executive Changes

October 25, 2023

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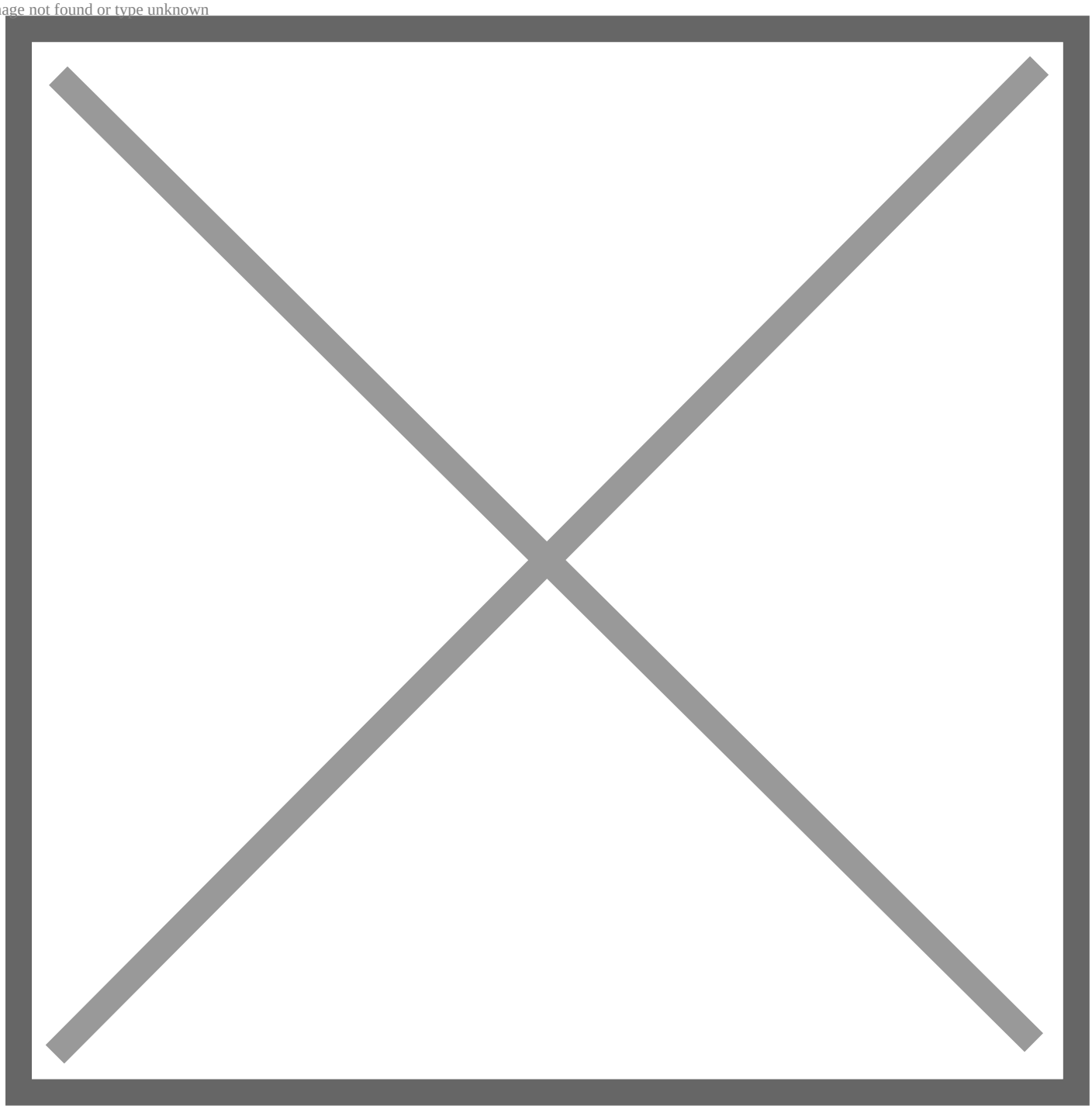
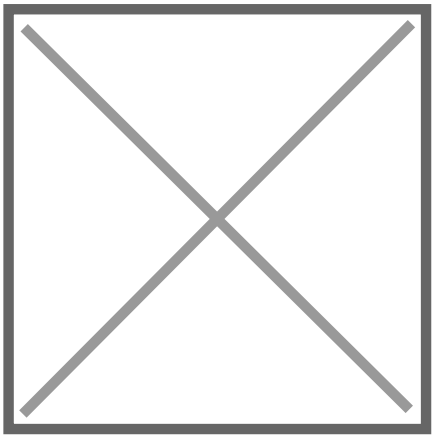


PLANO, Texas (Oct. 25, 2023) – Toyota Motor North America (TMNA) announces executive changes to its marketing operations, effective immediately.

Promotions:



Michael Tripp, who currently serves as vice president of Vehicle Marketing and Communications, is being promoted to group vice president, Toyota division Marketing. Tripp replaces Lisa Materazzo who left the company in September. In this role, Tripp will be responsible for all Toyota division advertising, merchandising, media, incentives, analytics and motorsports. Tripp joined Toyota in 1995 and has held a variety of sales, operations and marketing-related roles including vice president, Vehicle Marketing and Communications, and general manager Lexus Brand Communications & Experience for Lexus Europe. He will report to David Christ, group vice president and general manager, Toyota Division, TMNA.

Joe Moses, general manager, Vehicle Marketing and Communications, has been promoted to vice president, Vehicle Marketing and Communications replacing Michael Tripp. Moses will be responsible for crafting Toyota's marketing strategy and bringing it to life through creative asset development, brand and product training and the Toyota Dealer Association (TDA).