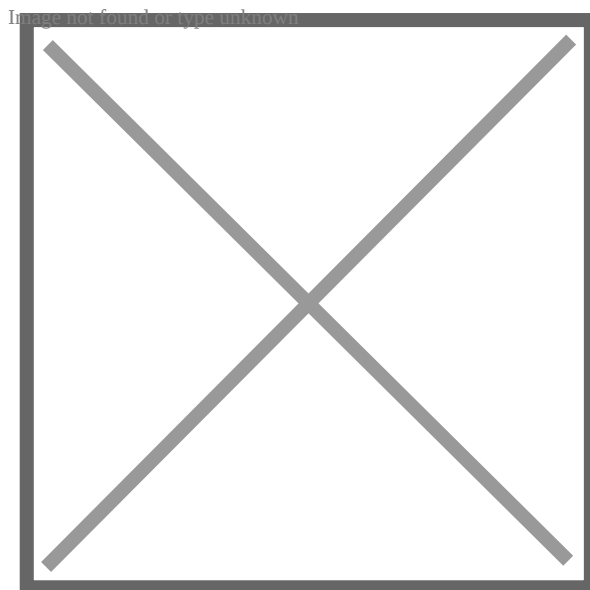


Briana Nelson



Briana Nelson is group vice president of sales for Toyota Financial Services (TFS). In this capacity, she is responsible for all sales activities for the organization. She leads a team that works closely with the Toyota and Lexus divisions to bring a wide range of financing, insurance, and voluntary protection products to dealer partners.

Previously, Nelson served as vice president of product and marketing where she oversaw marketing, remarketing, retail transformation and VPP sales for Toyota Financial Services, Lexus Financial Services, Mazda Financial Services, and Bass Pro Shops Financial Services. She also guided the operations of KINTO, the company's carshare program.

Nelson began her career with Toyota in 1996 as a management trainee with Toyota Motor Insurance Services (TMIS), eventually becoming a district account manager in the Eastern Region. She joined Toyota Motor Sales (TMS) in 1999 and spent nine years in the Boston Region serving as vehicle product trainer, district sales manager, merchandising manager, market representation manager, and vehicle field sales manager.

In 2008, Nelson was promoted to sales & production planning manager at TMS national headquarters. She subsequently held the positions of Scion field sales manager and sales administration manager. She then went on to hold roles of increasing responsibility in the Toyota Los Angeles Region and San Francisco Region. She later was promoted to general manager of the Denver Region and afterwards, the New York Region. Nelson was named general manager of the Lexus Eastern Region in 2021. She served in this capacity until becoming vice president at TFS headquarters in Plano, Texas in 2022.

Nelson is a member of several community organizations including Chief, Impact100 Essex, and the Junior League of the Oranges and Short Hills.

Nelson received her Bachelor of Science degree in Business Administration from Drake University in Des Moines, Iowa.