

Toyota Names Tim Morrison Vice President, Corporate Communications

February 06, 2017

PLANO, Texas, Feb. 1, 2017 — Tim Morrison has been named vice president, corporate communications for Toyota Motor North America (TMNA). He is responsible for executive, internal and marketing communications; digital and social media channels and content; media relations; stakeholder relations; and policy communications.

“I’m delighted that Tim has joined Toyota’s communications team, bringing along deep industry and brand knowledge to the group,” said Scott Vazin, group vice president and chief communications officer, TMNA. “Tim’s wide range of experience in sales, service, marketing, and regional operations will broaden our capabilities to better serve our stakeholders— from the media, to team members, dealers, suppliers, investors, local communities and, of course, consumers.”

Prior to his new position, Morrison served as vice president of guest experience and retention for Toyota Motor Sales (TMS), U.S.A., Inc., and was responsible for Toyota Division sales loyalty and service retention as part of the division’s Customer First Initiative.

“Corporate communications is where the whole company comes together and delivers its vision to the world,” said Morrison. “The truth is, I’ve always been dedicated to helping convey what a great company Toyota is, so I’m eager to get started.”

Raised in Detroit, Morrison joined TMS in 1980 and has held a number of other management positions including vice president of sales and dealer development of the Lexus Division, overseeing all aspects of sales, retail development, distribution operations, sales training and four area offices around the country.

In addition, Morrison was corporate manager of marketing communications, responsible for managing media, advertising, digital marketing and social media for all Toyota Division vehicles. He worked closely with Toyota’s advertising agencies, including Saatchi & Saatchi; Hispanic agency Conill; African American agency Burrell Communications; and Asian agency InterTrend.

Prior to that, Morrison served as corporate manager of car and van marketing, where he oversaw the launch and ongoing marketing support of Toyota Division cars and vans. Additionally, he has held leadership roles, such as general manager of the Boston Region, vice president and assistant general manager of Central Atlantic Toyota Distributors, assistant general manager and field operations manager for the Denver Region, national sales promotion manager at TMS headquarters and various staff manager and district manager positions for the Cincinnati Region.