

# Alec Hagey



Alec Hagey is senior vice president and chief operating officer at Toyota Financial Services (TFS). He leads more than 2,400 team members across the nation and is responsible for all sales and marketing activities, including remarketing, voluntary protection products, and fleet management, bringing TFS products and services to market.

In addition, Hagey oversees the company's service operations efforts, with a focus on delivering the best possible experience to the company's dealers and customers. Established in 2020, TFS's private label business is also led by Hagey to provide financing solutions for its corporate clients.

Hagey began his career with Toyota Motor Sales in 1990, as a management trainee, and went on to hold a variety of key positions in sales and marketing. From 2005 to 2010, he was general manager of Lexus Central, the Denver Region, and the New York Region, leading sales teams to consistently grow market share.

Prior to joining TFS in 2019, Hagey was vice president of marketing for Toyota Motor Sales and later served as vice president and general manager of the Los Angeles Region at Toyota Motor Sales, where he oversaw sales, service and parts, marketing, customer service, market representation, and distribution for dealers in the Los Angeles region.

Hagey earned his Bachelor of Arts degree in Communications Studies at San Diego State University.