

Karen Ideno



Karen Ideno is group vice president at Toyota, overseeing the company's private label financial solution for Mazda. In this capacity, she serves as group vice president, sales, product & marketing for Mazda Financial Services. Ideno is responsible for all Mazda Financial Services' sales and marketing activities, including sales support, product development, market planning, branding, remarketing, analytics, and insurance operations. Ideno reports to Pete Carey, Toyota group vice president and president of Mazda Financial Services.

Ideno began her career at Toyota holding various management positions including marketing manager and national marketing manager. She was instrumental in developing and growing the marketing department through such initiatives as the launch of the Toyota Financial Services brand, various product introductions, the launch of ToyotaFinancial.com, and the creation of the company's corporate social responsibility function.

In 2006, Ideno was appointed national manager of corporate communications, corporate social responsibility, and government affairs. She and her team significantly expanded and improved the company's internal communication strategy, media relations, and philanthropic endeavors. In 2007, the California State Senate recognized Ideno's role in developing the company's charitable activities, particularly in "Making Life Easier" for the youth of the Boys & Girls Club of East Los Angeles.

Ideno was promoted to corporate manager of marketing and brand in 2008. She was responsible for all Toyota and Lexus Financial Services marketing strategies including market planning, direct and digital marketing, social media, advertising, brand engagement, incentive and recognition programs, and customer and dealer experience initiatives. In 2013, Ideno was promoted to vice president of product, marketing & brand, remarketing, and business analytics. In this role, Ideno was responsible for all Toyota and Lexus Financial Services' marketing, and oversaw the market planning, brand, loyalty, product development, sales, product and marketing analytics, retail & lease product operations, remarketing, and insurance products and operations departments.

Ideno is a national trustee of Boys & Girls Clubs of America, as well as a member of the American Marketing Association, the International Association of Business Communicators, and the UCLA Alumni Association. She is executive sponsor of the North American Advisory Council for Women Influencing & Impacting Toyota (WIIT) and has served as executive sponsor of Toyota Asian American Society in Alliance (TAASIA). She was recognized as one of the 100 Leading Women by Automotive News and honored by the Greater Dallas Asian American Chamber of Commerce for her leadership in advancing diversity and inclusion in the workforce.

Ideno earned her Master of Business Administration in Finance and Marketing from Pepperdine University, and her Bachelor of Arts degree in Political Science from the University of California, Los Angeles.