

Karen Ideno



Karen Ideno is group vice president of indirect procurement for Toyota Motor North America (TMNA) and environmental, social, and governance investing at Toyota Financial Services (TFS). In this role, Ideno oversees the office of procurement operations, systems and strategy, ensuring both Toyota organizations have the goods and services necessary for the companies to operate, sourcing from a diverse range of suppliers. Overseeing TFS' environmental, social, and governance (ESG) investing function, Ideno makes certain the company's related initiatives enhance stakeholder value and are recognized and understood by the investment community.

Prior to her current position, Ideno was responsible for the company's private label financial solutions, Toyota Financial Services' largest-ever new business initiative. She directed all Mazda Financial Services sales and marketing activities, including sales support, product development, market planning, branding, remarketing, business analytics, and voluntary protection product strategy. Additionally, she established the operations of Bass Pro Shops Financial Services to provide consumer and dealer financing for boats and all-terrain vehicles.

Earlier in her career at Toyota, Ideno served as TFS group vice president of product, pricing, incentive planning, marketing and brand, remarketing, and business analytics. She was responsible for strategic initiatives including the establishment of the TFS brand, high-profile product introductions, the launch of consumer and dealer digital retailing solutions, the creation of the company's corporate social responsibility department, and the assembly of a robust business analytics team.

Ideno's extensive financial services background includes large-scale P&L responsibilities, strategic planning,

leadership of corporatewide change management initiatives, achieving operational efficiencies, entrepreneurial new business development, as well as quantitative- and qualitative-based analyses to drive customer, dealer, and client satisfaction. Importantly, Ideno is widely recognized as a strong proponent of diversity and inclusion, and is known for developing the next generation of Toyota leaders.

Ideno is on the Board of National Trustees of Boys & Girls Clubs of America. The California State Senate recognized Ideno's role in developing Toyota Financial Services' charitable activities, particularly in "Making Life Easier" for the youth of the Boys & Girls Club of East Los Angeles. Ideno 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.