

Doug Murtha



Doug Murtha is group vice president and chief business information officer of ITx for Toyota Motor North America (TMNA). In this role, Murtha works closely with teams across the organization to support planning, prioritization, and realization of new value opportunities. His responsibilities include driving critical change management activity at the intersection of IT and business.

Prior to his current role, Murtha served as group vice president of corporate strategy and planning, responsible for mid- to long-term business strategies.

Previously, Murtha served as vice president of the Scion Division, and vice president of product planning, overseeing the development of new concepts and product strategies for Toyota and Lexus vehicles. He also served as corporate manager for Toyota Division marketing operations.

Murtha joined Toyota in 1992 in the service and parts operations department, and holds a bachelor's degree from the University of California, Davis.