

George Borst & Toyota Financial Services (TFS) Recognized for Commitment to Advancing Women Leaders

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TORRANCE, Calif., (Nov. 15, 2013) – During his 16 years as President and Chief Executive Officer of Toyota Financial Services USA, George Borst demonstrated an unwavering commitment to developing strong female leaders across the organization. Under Borst’s leadership, Toyota Financial Services established the most diverse management team in the company’s history. Even as Borst retired as President and CEO of TFS in September, his work to advance women in leadership continues in his new role as an executive advisor to the organization.

Borst has created initiatives specifically targeted at women, as well as those that support the company’s broader diversity and associate development goals. Recognizing the importance of informal and formal mentoring, Borst advocated for executive training on effective mentoring practices, and encouraged associates at all levels to participate in mentoring. Borst was also an advocate for Toyota’s women’s employee resource group, TORQUE, which has made great strides in advancing the personal and professional development of women. The group has increased its impact through an annual conference that brings women from Toyota’s North American affiliates together to learn from one another and network. In the last three years, attendance has doubled to almost 200 participants.

Due to this commitment, Linkage’s Women in Leadership Institute™ honored Borst with its Outstanding CEO Award in San Francisco on November 13. He joined Alexandra Lebenthal, President and CEO, Lebenthal Holdings, LLC, in receiving the inaugural award that recognizes leaders who are deeply committed to advancing the careers of women.

“Linkage is honored to recognize George and Alexandra with our inaugural Outstanding CEO Award for their commitment to advancing women leaders and igniting lasting change,” said Harley Ostis, President of Linkage. “I’ve worked closely with George through the years and he’s been instrumental in driving inclusion initiatives at TFS. He demonstrates a level of care you don’t see at every organization.”

Borst and Lebenthal have a collaborative history as both worked to introduce TFS’ Diversity & Inclusion Bond which, because of its success, was issued twice this year. This new type of bond syndication has become a component of the company's comprehensive funding program, and is firmly in line with the company's corporate initiatives, supplementing its strong focus on diversity, both inside and outside of the workplace. Lebenthal Capital Markets has trademarked a Diversity Bond, which provided a framework for the TFS Diversity & Inclusion bond.

Following the award presentation, Borst and Lebenthal participated in a panel discussion where they shared their thoughts on the importance of advancing women in leadership with this year’s Institute attendees.

TFS' commitment to diversity, including philanthropic endeavors, associate training programs, and other diversity initiatives, has led to TFS being recognized repeatedly by DiversityInc, Black Enterprise, Hispanic Business, and the Human Rights Campaign and other leading organizations as leaders in diversity and inclusion.

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