

Toyota Appoints New Communications Leadership

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The image shows the Toyota logo in a large, bold, red, sans-serif font. The letters are spaced out and centered horizontally across the page.

TORRANCE, Calif. (Dec. 19, 2013) – Toyota recently announced executive appointments within the North American corporate communications group, another major step in building a more unified and integrated function.

“Toyota is fortunate to have such talented leadership on our communications team,” said Julie Hamp, group vice president and chief communications officer for Toyota North America. “The extensive wealth of knowledge that exists in this group is critical to our success as we focus on listening to and engaging with our customers in North America.”

Mike Goss was promoted to vice president of external affairs and communications for Toyota Motor Engineering and Manufacturing North America (TEMA). In this new role, Goss will also oversee 10 component and assembly manufacturing sites and the Toyota Technical Center in Ann Arbor, Mich., which has responsibility for research and development, design and engineering. His responsibilities include messaging, media relations, speechwriting and executive support; issues management; community and local government relations; and philanthropy and visitor’s centers.

Steve Curtis was promoted to the newly created position of vice president of corporate communications for North America. Curtis is responsible for executive services and internal communications; marketing communications; digital and social media channels and content; media relations; investor and stakeholder relations; and policy communications. He oversees teams based in California, New York and Washington, D.C.

In addition to elevating its communications leadership, Toyota recently announced a more cohesive approach reflecting the diversity of the U.S. population. In line with the company’s recently announced “total market” strategy, called Total Toyota or T², the corporate communications function will now place an increased emphasis on establishing deeper relationships with influential Hispanic and African American communities in North America.

Hispanics are the fastest growing ethnic group in the U.S. and buy one of every four cars sold in the U.S. The African American market is the second largest in the U.S. and will increase to 15 percent of the population by 2050. Toyota’s long-standing multicultural marketing and engagement with Latinos and African Americans has resulted in Toyota being the number one automotive choice for these communities over the last decade.

In alignment with Total Toyota, **Patricia Pineda** has been named vice president of Hispanic business strategy for North America. Pineda brings vast experience to her new role having most recently served as the head of the Toyota U.S.A. Foundation.

Jim Colon, vice president of product communications for Toyota Motor Sales, USA, Inc. has been named vice president of African American business strategy for North America. With extensive experience in sales and in the field, Colon brings a unique perspective at the grassroots level to connect the African American community with Toyota’s dealer network.

Pineda and Colon will also engage with the Hispanic and African American business and media communities and build a network of Toyota Associates and Team Members across the region to optimize relationships with important external Hispanic and African American groups.

“By 2030, 88 percent of U.S. population growth will be from multicultural consumers,” said Julie Hamp, group vice president and chief communications officer for Toyota North America. “Pat and Jim’s leadership will ensure Toyota’s outreach and relationships with these important communities will continue to grow.”