Cooper Ericksen



Cooper Ericksen is senior vice president of product, battery electric vehicles (BEVs) and mobility planning and strategy for Toyota Motor North America (TMNA). He is responsible for the overall planning and strategy for all North American sold vehicles, and development of the BEV and Mobility business including planning, pricing, cross carline, and affiliates.

Prior to his current role, Ericksen served as group vice president of product planning and strategy overseeing product planning, pricing, cross carline technology and advanced product strategy. vice president, TMNA cross carline, alternative fuels and Lexus product planning.

Ericksen previously held the positions of vice president in both Toyota and Lexus divisions at TMS. He was responsible for product planning, strategy, and marketing and communications in consecutive roles. As a corporate manager, he oversaw van, crossover utility vehicles and advanced technology vehicles.

Ericksen began his career with Toyota in 1991. He’s held a variety of positions in Toyota’s regional offices, including Central Atlantic, San Francisco, Portland and Boston, and has worked in roles at both the corporate headquarters in Torrance, California, and Plano, Texas.