

Cooper Ericksen



Cooper Ericksen is group vice president, product planning and strategy, for Toyota Motor North America (TMNA) and is responsible for product planning, pricing, cross carline technology and advanced product strategy.

Prior to his current role, Ericksen served as vice president, TMNA cross carline, alternative fuels and Lexus product planning.

Ericksen previously served as vice president of marketing for the Lexus Division, overseeing advertising, product marketing communications and life cycle strategy, incentives, promotions, auto shows, direct marketing, interactive and digital marketing, future retailing and vehicle accessory marketing.

Before that, he served at Toyota as vice president and corporate manager of vehicle marketing and communications in consecutive roles. He was responsible for developing product marketing strategies, creative assets, product life cycle management, brand strategy and the Toyota Dealer Advertising Association. As 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.