

# David Christ



David Christ (pronounced “Crist”) is the group vice president and general manager of the Toyota Division at Toyota Motor North America, Inc., where he is responsible for leading all sales, marketing, and market representation, plus all guest experience and retention activities for Toyota regional sales offices and distributors.

Prior to this role, Christ served as group vice president and general manager of Lexus, responsible for all aspects of U.S. Lexus automotive operations, including sales, marketing, customer service and dealer operations. He also served as Lexus vice president of sales operations responsible for national sales, area offices, dealer development, certified pre-owned vehicle program, and Lexus College.

He joined Lexus from the Toyota division where he was vice president of sales operations, responsible for working with key stakeholders, including Toyota dealers, to achieve the company’s goals. Christ also held a key role at Toyota Financial Services (TFS) where he was responsible for maximizing finance and lease contract volume while managing credit quality and delivering on sales objectives.

Since joining Toyota in 1994, Christ has served in several managerial positions at the regional sales offices and Toyota Motor Sales (TMS). In addition to serving as general manager of the New York Region, Christ was general manager of the Lexus Southern Area and the assistant general manager of the Los Angeles Region. He held various management positions in the Central Atlantic Region, as well as worked at TMS in the sales, distribution operations, and customer retention departments.

Prior to joining Toyota, Christ worked for a Toyota dealership in New Jersey. He worked in the service and sales departments.

Christ received his bachelor’s degree from Widener University in Chester, Pennsylvania, and his MBA from the University of Maryland.