

# George Christoff



George Christoff is president of Toyota de Puerto Rico, Inc. (TdPR). He is responsible for the operations and performance of the Toyota and Lexus brands in Puerto Rico and the activities of Fundación Toyota and Lexus con las Artes.

Previously, Christoff was vice president of distribution operations for Toyota Motor Sales (TMS), U.S.A., Inc. where he was responsible for the vehicle distribution process from sales and production planning through vehicle wholesale to dealers. He also coordinated with numerous Toyota Motor Corp divisions, including Toyota Mexico, TdPR, Lexus, Toyota Motor Manufacturing North America, Inc. and the North America assembly plants.

Christoff has held a variety of positions with the company, including vice president and general manager of the Cincinnati region, Lexus vice president of parts, service, customer satisfaction and training and Lexus Western area manager, responsible for sales, market planning and customer satisfaction.

He also served as Lexus Southern area business and distribution manager, Lexus corporate sales administration manager, corporate dealer analysis manager and distribution operations sales and production analysis manager for TMS.

Christoff joined Toyota in 1989 as the senior field operations manager for Central Atlantic Toyota Distributors, Inc.

Prior to joining Toyota, Christoff was the marketing manager for Nissan Motor Company and a management trainee at General Electric.

Christoff earned a bachelor's degree from the University of South Florida in Tampa, Fla.