

# Lisa Materazzo



Lisa Materazzo is group vice president of Toyota Division Marketing at Toyota Motor North America (TMNA), responsible for all Toyota division market planning, advertising, merchandising, sales promotion, incentives, NASCAR and motor sports, and all social and digital media.

Prior to her current position, Materazzo was vice president of Marketing for the Lexus Division. In this role she led all advertising, media, digital marketing, incentives, experiential marketing, and motor sports efforts for the luxury brand.

Materazzo joined Toyota in 1998 as a senior product planner and has held a variety of marketing, strategic planning, and product planning positions. She served consecutive general manager and vice president roles in marketing for the Toyota Division, and also held the top marketing post for the groundbreaking Scion brand. In a previous role, Materazzo served as the automotive category Marketing Director for AOL.

Materazzo earned the Interactive Advertising Bureau's digital media professional certification in 2013. She has a Master of Business Administration and Bachelor of Science in marketing from Binghamton University in Binghamton, New York.