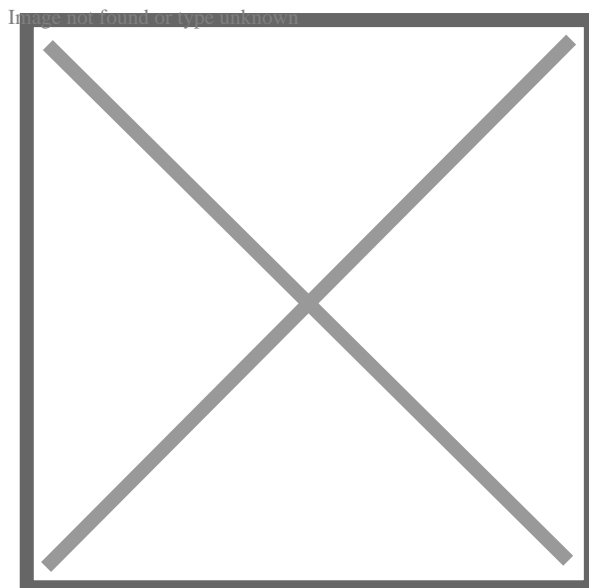


# Joanna Dean



Joanna Dean is group vice president of service operations at Toyota Financial Services (TFS). In this capacity, Dean is responsible for establishing the strategic direction for service operations and ensuring proper execution to achieve the company's objectives. She sets the standards for providing optimal customer and dealer experiences while guiding the functions of debt management, operations technology planning, operations compliance, workforce management, and supplier management.

Previously, Dean served as group vice president of sales. There, she led her team to work closely with the company's dealer partners to assess their needs and provide appropriate solutions. She worked closely with the Toyota and Lexus divisions to deliver a wide range of financing and voluntary protection products to the market. Dean oversaw significant growth in the scope of the sales and credit decisioning functions for TFS and established essential shared services necessary to support the company's private label business.

Dean was named an Automotive News Rising Star for her impact on the next generation of leaders in the automotive industry. She is on the board of directors of RouteOne which offers automotive dealers software solutions to enhance the finance and insurance process. She is also a member of the board of directors of the Asian Pacific American Institute for Congressional Studies (APAICS). Dean is the executive sponsor for the Toyota Asian American Society in Alliance (TAASiA) employee resource group and has served as an executive sponsor for WIIT (Women Influencing and Impacting Toyota). She is part of the Women in Sales Excellence Advisory Council, which develops talent and promotes diversity in field sales and Toyota as a whole. Dean has also served on the board of directors for Girl Scouts of Greater Los Angeles.

Dean graduated cum laude with a bachelor's degree in economics and a minor in management studies from the University of California, Irvine.