

# Joanna Dean



Joanna Dean is group vice president of sales at Toyota Financial Services (TFS), where she is responsible for all sales activities for the organization. She leads a team that works closely with the Toyota and Lexus divisions to bring a wide range of financing, insurance, and voluntary protection products to dealer partners.

Dean has overseen significant growth in the scope of the sales and credit decisioning functions for TFS, and established essential shared services necessary to support to TFS' private label business.

Throughout her career at TFS, Dean has recognized that effective dealer relations are critical in today's dynamic market. She has led the development of Toyota and Lexus national programs and incentives and has managed sales teams to consistently grow automotive retail and lease market share.

Most recently, Dean was named an Automotive News Rising Star for her impact on the next generation of leaders in the automotive industry. She has also served as an executive sponsor for WIIT (Women Influencing and Impacting Toyota), and is part of the Women in Sales Excellence Advisory Council, which develops talent and promotes diversity in field sales, and within 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.