Laura Pierce



Laura Pierce is group vice president of Enterprise Strategy for Toyota Motor North America (TMNA). In this role, Pierce is responsible for mid- to long-term core business strategies, including market and consumer insights, transformation and new business opportunities, portfolio and compliance strategies, and overall business planning, meant to support sustainable mobility for TMNA customers.

Prior to her current role, Pierce served as vice president of Revenue Management & Product Profitability in Accounting & Finance. In this role, Laura had responsibility for TMNA's product cost and profit analysis, leading the company's drive to optimize revenue through the use of data analytic tools as well as leading financial support for Toyota's North American parts and accessories operations.

Pierce joined Toyota at its' manufacturing headquarters in Erlanger, KY in 1999. She has since served in a number of positions including corporate strategy, project planning & management for new vehicle and powertrain development as well as marketing where she oversaw Toyota's motorsports programs. Pierce was instrumental in the establishment of the new "One Toyota" headquarters in Plano, TX through her role in human resources as part of the project management office.

Prior to Toyota, Pierce held plant engineer and project management roles at General Motors-Delphi Chassis in Michigan.

Pierce holds a bachelor's degree in Industrial Engineering from Purdue University and a master's degree in Science of Administration from Central Michigan University.