

Tellis Bethel



Tellis Bethel is president and chief executive officer of Toyota Financial Savings Bank (TFSB). TFSB provides banking services to Toyota, Lexus, and private label dealers and consumers. Bethel is responsible for leading all aspects of the TFSB organization, setting the bank's strategy, overseeing operations, and promoting profitable growth.

Bethel initially joined Toyota Financial Services in 2003, performing risk management planning with an emphasis on financial hedging activities. After leaving the company for a few years, he returned in 2010, moving into leadership roles in areas across the organization. In 2019, Bethel was promoted to general manager of finance and business analytics, where he was responsible for both finance functions and analytics for the sales and marketing area. In 2021, he advanced to the level of vice president of voluntary protection products where he oversaw a business unit that generated \$300M+ in annual operating income.

In 2022, Bethel was promoted to group vice president and chief social innovation officer for Toyota Motor North America (TMNA). In this crucial role, he oversaw TMNA's strategic partnerships and philanthropic efforts. He subsequently also assumed the role of chief diversity officer. In this capacity, he led Toyota's long-standing efforts to advance diversity and inclusion through an integrated, holistic strategy that addressed the workplace, the marketplace and society while reflecting the company's core value of respect for people.

Bethel holds a Bachelor of Science in Business Administration degree from Clark Atlanta University and a Master of Business Administration degree from the Kelly School of Business at Indiana University.