

# Toyota Motor North America Announces Executive Change

April 03, 2023

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**PLANO, Texas (Apr. 3, 2023)** – Toyota Motor North America (TMNA) today announced the appointment of Tellis Bethel as chief diversity officer (CDO), Toyota Motor North America, effective April 3, 2023.

Bethel will lead Toyota's long-standing efforts to advance diversity and inclusion through an integrated, holistic strategy that addresses the workplace, the marketplace and society and reflects the company's core value of respect for people. In this role, Tellis will report to Ted Ogawa, president and chief executive officer, Toyota Motor North America.

Bethel will continue to serve as group vice president and chief social innovation officer where he oversees TMNA's strategic partnerships, education initiatives such as Driving Possibilities, and the Way Forward Fund. With the goal of ensuring mobility for all, Bethel directs programs to expand access to opportunities and create a culture of inclusion that strengthens both communities and TMNA.

Bethel began his Toyota Financial Services career in risk management planning with an emphasis on financial hedging activities. He subsequently assumed roles of increasing responsibility in the risk, sales, marketing, and analytics departments.

In his role as chief social innovation officer, Bethel will continue to report to Sandra Phillips Rogers, senior vice president, Corporate Resources, General Counsel, Toyota Motor North America. Rogers became CDO in December of 2018 and, under her leadership, Toyota elevated its Diversity Inc. ranking from #18 to #4 while expanding its Business Partnering Groups to over 9,500 members. She led the company's DEI efforts during the pandemic, engaging with strategic partners to help those most impacted, especially in communities with diverse populations.