

Michael Tripp



Michael Tripp is group vice president of Toyota Division Marketing at Toyota Motor North America (TMNA), responsible for all Toyota Division advertising, merchandising, media, incentives, analytics and motorsports.

Prior to his current position, Tripp was vice president of Vehicle Marketing and Communications for the Toyota Division. In that role he was responsible for bringing Toyota's marketing strategy to life through creative asset development, brand and product training and the Toyota Dealer Association (TDA).

Tripp joined Toyota in 1995 as a customer relations representative and has held a variety of marketing, sales and regional management positions. Most recently, he was vice president of Lexus Guest Experience and Retention where he was responsible for all U.S.-based customer satisfaction, relationship marketing and fixed operations activities. Previously, he served as the head of European Brand Communications, Consumer Experience and the Lexus Academy in Brussels supporting distributor operations across 40 countries. Tripp also helped establish Lexus International's Global Brand Management team in Tokyo and the International Strategic Communications team in Los Angeles where he managed the deployment of communication resources to enhance brand consistency and expand Lexus globally.

Tripp holds a Master of Business Administration from St. Mary's College of California and a Bachelor of Science in Industrial Psychology and Business from Penn State University in State College, Pennsylvania.

When he is not passionately promoting the Toyota brand, you can find him enjoying time with his wife and two daughters biking near their home in Texas or planning their next big travel adventure.