Toyota Financial Services Announces Executive Changes

April 02, 2024

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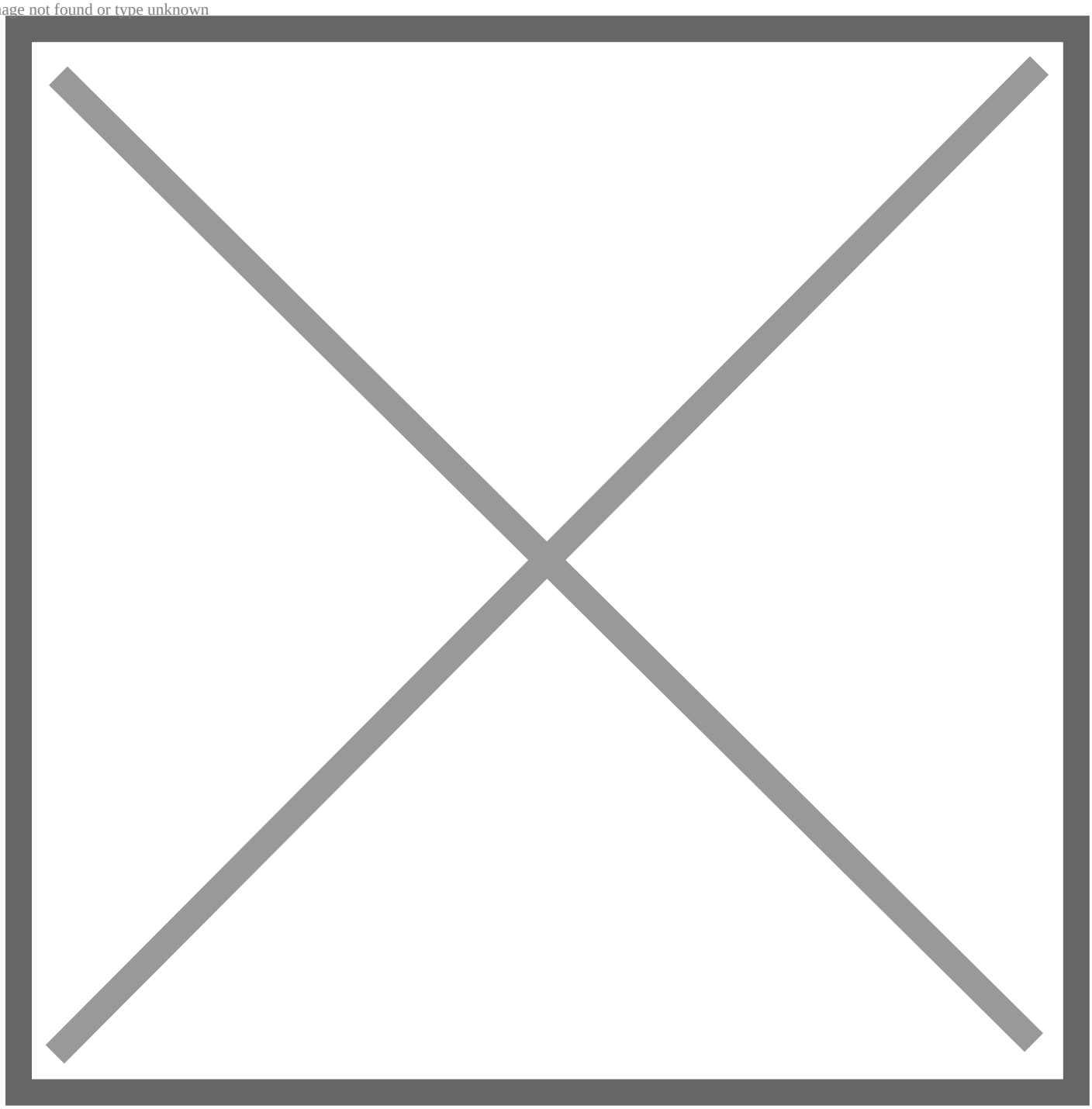
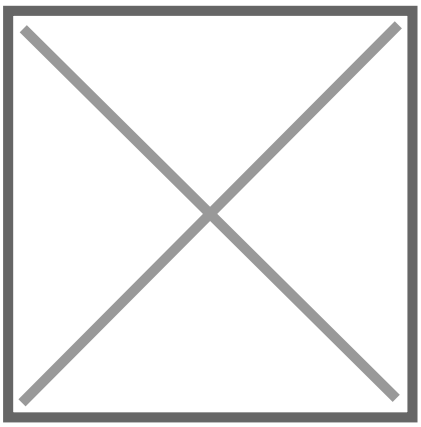
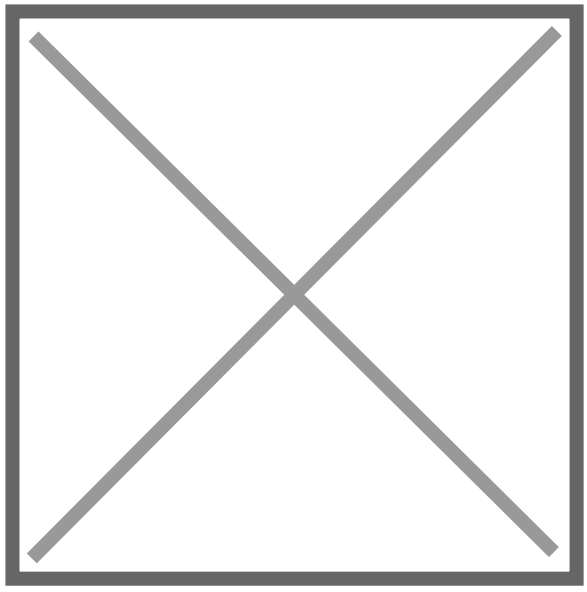


PLANO, Texas, April 2, 2024 – Toyota Financial Services (TFS) is pleased to announce the following executive changes, effective March 25, 2024:

Anna Sampang, group vice president of service operations, is appointed group vice president and chief information officer. In her new role, Sampang will lead the company's Information Technology teams to optimize customer and dealer experiences while ensuring TFS meets its compliance and governance objectives. Sampang joined Toyota in 1993 and has held roles of increasing responsibility in engineering management, human resources, service operations, and technology solutions. In her previous position, Sampang ran a wide range of customer and dealer service functions. She was responsible for engineering and supporting the strategic direction for service operations, including customer/dealer experience, debt management, quality assurance, training, knowledge management, operations/technology planning, operations compliance, workforce management, and supplier management. Most recently she led an overhaul of the company's agile technology operating model for planning and delivery, improving investment prioritization, business and technology governance, and resource allocation and accountability.?

Joanna Dean, group vice president of sales, is appointed group vice president of service operations. In this new capacity, Dean will oversee the operational functions which allow TFS to manage over four million active customer finance accounts, over 10 million voluntary protection product contracts in force, and thousands of dealer relationships. Most recently, Dean served as TFS group vice president of sales where she was responsible for all sales activities for the organization. She directed a nationwide 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. Additionally, Dean led the development of Toyota and Lexus national programs and incentives to support vehicle sales. Dean oversaw significant growth in the scope of the sales and credit decisioning functions for TFS, and established essential shared services necessary to support TFS' private label business.



Briana Nelson, vice president of product & marketing, is promoted to group vice president of sales. In her new role, Nelson will lead the company's sales and dealer relations efforts for the Toyota Financial Services and Lexus Financial Services brands. Since joining Toyota in 1996 as a management trainee, Nelson has held a number of dealer-facing and marketing positions in locations across the nation. In her previous role, Nelson served as vice president of marketing, remarketing, products, retail transformation, KINTO, and voluntary protection products. Nelson's extensive sales and dealer relations experience includes time spent with Toyota Motor Sales in the Toyota Boston and Los Angeles Regions. She was promoted to assistant general manager for the Toyota San Francisco Region and subsequently held general manager roles in the Denver and New York Regions. She was named general manager of the Lexus Eastern Region in 2021, a position she held until being promoted to her current role at TFS in 2022.