Briana Nelson

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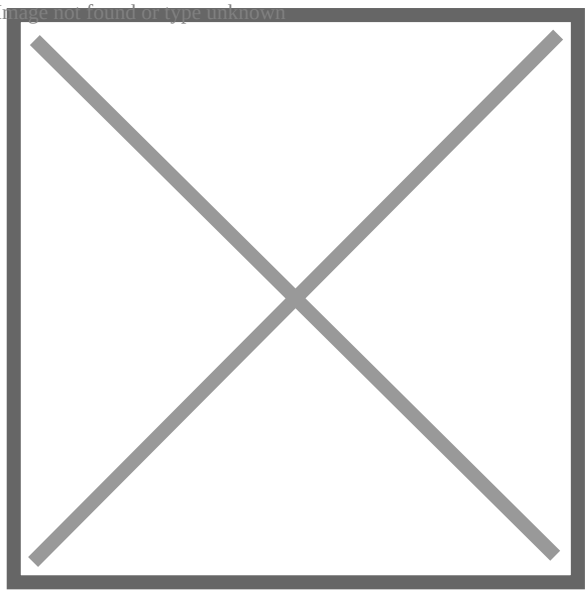

Briana Nelson is group vice president of sales and marketing for Toyota Financial Services (TFS). In this capacity, she is responsible for all sales and marketing activities for the Toyota Financial Services and Lexus Financial Services organization including dealer relations and remarketing.

Nelson also oversees the company's fleet management services, KINTO carshare program, and the digital SmartPath initiative. She partners closely with Toyota Motor North America to identify and develop the appropriate financial and voluntary protection product solutions to drive Toyota and Lexus vehicle sales, ensure dealer profitability, and promote customer loyalty.

Previously, Nelson served as group vice president of sales where she oversaw marketing, remarketing, retail transformation, and voluntary protection product sales for Toyota Financial Services, Lexus Financial Services, Mazda Financial Services, Bass Pro Shops Financial Services, and KINTO.

Nelson began her career with Toyota in 1996 as a management trainee with Toyota Motor Insurance Services (TMIS), eventually becoming a district account manager in the Eastern Region. She joined Toyota Motor Sales (TMS) in 1999 and spent nine years in the Boston Region serving as vehicle product trainer, district sales manager, merchandising manager, market representation manager, and vehicle field sales manager.

In 2008, Nelson was promoted to sales & production planning manager at TMS national headquarters. She subsequently held the positions of Scion field sales manager and sales administration manager. She then went on to hold roles of increasing responsibility in the Toyota Los Angeles Region and San Francisco Region. She later was promoted to general manager of the Denver Region and afterwards, the New York Region. Nelson was named general manager of the Lexus Eastern Region in 2021. She served in this capacity until becoming vice president of marketing at TFS headquarters in Plano, Texas in 2022.

Nelson sits on the board of directors of RouteOne, a provider of finance and insurance software for auto dealers. She also serves on the board of Meals on Wheels Collin County.

Nelson received her Bachelor of Science degree in Business Administration from Drake University in Des Moines, Iowa.