

MONICA W. PETERSON

Director, Affiliate Vehicle Planning and Pricing

Product Planning & Strategy - Toyota Motor North America, Inc.



Monica Peterson is the Director of Affiliate Vehicle Planning and Pricing for the Product Planning & Strategy Department of Toyota Motor North America. In this role, Monica leads a team that works closely with Puerto Rico, Mexico and Canada on the development of vehicle planning and pricing strategies.

Prior to this role, Monica was the Director of Finance Operations for the Toyota Division. She provided strategic oversight and financial planning leadership for Toyota Division's various business units and over 130 department level budgets (Selling & General Operating Expenses) totaling over \$2+ billion dollars. She also led and provided oversight for Toyota Division's core Financial Plans: Annual Budget, Quarterly Forecasts and the 5-Year Mid-Term Business Plan.

Monica also previously held the position of Director of Social Media Strategy and Operations for Toyota Marketing. She was responsible for leading the development of social media marketing strategies and designing social media marketing campaigns and experiences for Toyota guests. She also previously served as the Digital Marketing and Social Media Manager for the Lexus. She was responsible for the development of the online brand strategy, content design, metrics reporting and promotion for Lexus brand websites and social media platforms. She was also heavily involved in managing the development and implementation of social media governance and training for Lexus associates.

Prior to this role, Monica served as the Dealer Meetings and Special Events Manager responsible for the development and coordination of Lexus corporate dealer meetings and incentive travel programs. She also served as Marketing Strategy Manager for Lexus, where she developed the strategic plans for new product launches and managed multicultural research and strategy development. Prior to her time with the Lexus Division, Monica worked in Toyota's Corporate Planning Department where she was responsible for developing sales plan and pricing strategies for Tacoma and Tundra. Monica has now been with Toyota for almost twenty years.

Prior to working for Toyota, Monica began her automotive career in the summer of 1991 at Nissan North America, when it was based in Southern California. She spent eight years in various positions in Finance and Marketing that included assignments in Marketing Planning, Incentive Planning, Pre-Owned Marketing, and Residual Planning & Analysis.

Monica attended Providence College in Providence, Rhode Island and obtained her Bachelor of Science in Business Finance. She has also completed a 36-unit Marketing Certificate Program at University of California, Los Angeles. Monica also received her Master of Business Administration from the University of Southern California – Marshall School of Business. She is currently a member of the Board of Trustees for Providence College and a member of the Business Advisory Council for Providence College - School of Business.