

## 2016 ToGetHerThere Honoree



### Karen Ideno

#### **Vice President, Product & Marketing Toyota Financial Services**

Karen Ideno is Vice President, Product & Marketing for Toyota Financial Services (TFS). In this role, Ideno is responsible for all Toyota and Lexus Financial Services' Marketing, Market Planning, Brand, Loyalty, Product Development, Sales, Product and Marketing Analytics, Retail & Lease Product Operations, Remarketing, and Insurance Products & Operations. She reports to Mike Wells, Group Vice President of Sales, Marketing, Insurance and Product.

Ideno began her career with Toyota in 1988, holding various management positions, including Marketing Manager and National Marketing Manager. She was instrumental in developing and growing the Marketing department through such initiatives as the launch of the TFS Brand, various product launches, Consumer Portal and introduction of Scion Solutions. In 2006, Ideno was appointed National Manager, Corporate Communications. She and her team significantly expanded and improved the company's internal communications, media relations, and philanthropic endeavors. In 2007, the California State Senate recognized her role in expanding TFS' charitable activities, particularly in "Making Life Easier" for the youth of the Boys & Girls Club of East Los Angeles. Ideno was promoted to Corporate Manager, Marketing & Brand in January 2008. She was responsible for all Toyota and Lexus Financial Services marketing strategies including marketing planning, direct marketing, digital marketing, and social media, advertising, brand engagement, incentive and recognition programs, and customer and dealer experience.

Ideno is a member of the American Marketing Association, the International Association of Business Communications, the UCLA Alumni Association, and Toyota's business partnering groups TAASiA and TORQUE.

Ideno earned her Master of Business Administration in Finance and Marketing from Pepperdine University, and her Bachelor of Arts degree in Political Science from the University of California, Los Angeles.