



BIOGRAPHY



HIROO TOGASHI **GENERAL MANAGER, LEXUS BRAND MANAGEMENT**

Hiroo Togashi, General Manager of Lexus Brand Management, is an inspiration to all who have had the pleasure of working with him. During his time at Toyota Motor Corporation, Togashi has worked in a number of departments domestically and internationally, gaining experience in product planning, overseas sales functions and both marketing and PR.

Togashi's current role sees him oversee the global brand strategy and marketing and PR plans for both Lexus Global and Lexus Japan. He credits his overseas assignments for broadening his knowledge and he truly believes that as a result, he is able to collaborate and motivate the team around him to create the best work possible. He uses running as a source of inspiration, using the moment to switch off, mentally refresh and come back feeling revitalized and focused.

Through the love of the outdoors, Togashi often finds himself on the mountains in both the wintertime, skiing and in the summertime, camping with his family. Recently, Togashi has picked up a new hobby of fishing. This allows him to breathe in the fresh ocean air and feel completely at one with nature and his surroundings. He is also an avid traveler both in Japan and abroad, where he loves to explore different cultures and landscapes.