



**Monica Peterson '91**

Director, Toyota Social Media Strategy and Operations  
Toyota Motor Sales

Monica Womack Peterson is the Director of Social Media Strategy and Operations for the Toyota Division of Toyota Motor Sales, U.S.A. She is responsible for leading the development of social media marketing strategies and designing social media marketing campaigns and experiences for Toyota. She also oversees and manages the collaboration of Toyota North American Affiliate(s) in the areas of social media governance, process, policy and training development.

Monica previously served as the Digital Marketing and Social Media Manager for the Lexus Division of Toyota Motor Sales, U.S.A. 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 objectives and establishing pricing strategies for Toyota trucks and sedans. Monica has now been with Toyota for over sixteen 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 enjoys traveling, watching and participating in sports, giving back to the community and is very passionate about anything related to jazz. Monica currently resides in Southern California with her husband Eric.