

Lexus Announces Executive Management Changes

May 22, 2018

PLANO, Texas (May 22, 2018) – David Christ (pronounced “Crist”) has been named to succeed Jeff Bracken as Lexus group vice president and general manager, overseeing all aspects of U.S. Lexus automotive operations, including sales, marketing, customer service and dealer operations. Christ will report to Bill Fay, senior vice president, automotive operations.

Bracken, who led Lexus since 2013, will become executive advisor, Lexus, and will also report to Fay. Bracken will remain in that role until August 1, 2018, and then retire after 40 years with the company. During Bracken’s tenure at Lexus, the luxury brand embarked on an ambitious plan to introduce bolder designs and dynamic driving experiences in all its vehicles, including flagship models such as the LC performance coupe and the LS premium luxury sedan. Bracken also returned Lexus to racing with the RCF GT3 and launched Lexus Plus, a dealer-driven alternative to retailing.

Christ joined Toyota in 1994 and has held several managerial positions at regional sales offices for Toyota Motor Sales. He has also held positions in distribution and customer retention. Christ was vice president, sales, at Toyota Financial Services and vice president, sales operations, for the Toyota division, prior to joining Lexus earlier this year as vice president of sales operations.

Replacing Christ as Lexus vice president of sales operations is Dejuan Ross, who joins Lexus from his role as general manager of Toyota’s Chicago Region. Ross, who joined Toyota in 1995, has held numerous positions at the Toyota and Lexus regional sales offices including Lexus Central general manager and Toyota Chicago Region assistant general manager. Ross will be based in Plano, Texas and will report to Christ.