



Simon Humphries
Operating Officer
Toyota Motor Corporation

- Chief Branding Officer
- Senior General Manager of Design, Head of Design

Date of birth: March 30, 1967

Nationality: United Kingdom

Education: Graduated from Leicester Polytechnic, Industrial Design (Currently, De Montfort University), 1988

Career

Sep. 1988	Product Designer, DCA Design, UK
Nov. 1989	Product Designer, ILI Design Inc., Japan
Sep. 1994	Joined Toyota Motor Corporation (TMC)
Jan. 2007	General Manager, Global Design Management Division
Jun. 2011	General Manager, Toyota Creative Studio
Jun. 2012	General Manager, Toyota Design Division
Apr. 2016	General Manager, Mid-Size Vehicle Company MS Design Division
Jul. 2016	President, Toyota Europe Design Development S.A.R.L.
Jan. 2018	Executive General Manager, Advanced R&D and Engineering Company (in charge of design), Toyota Motor Corporation
Jan. 2019	Field General Manager of Design, Head of Design (New naming from January 2020: Senior General Manager of Design, Head of Design (current))
Apr. 2023	Operating Officer
Apr. 2023	Chief Branding Officer (current)
Jun. 2023	Member of the Board of Directors, Operating Officer
Jun. 2025	Operating Officer (current)