

Haruya Maruyama

Executive Vice President

Member of the Board

DENSO Corporation

Haruya Maruyama is executive vice president of DENSO Corporation, headquartered in Kariya, Aichi, Japan. He oversees DENSO's overall Sales and Marketing Group and Corporate Strategy.

After earning a bachelor's degree in Political Science and Economics from Waseda University in Tokyo, Maruyama joined DENSO Corporation (formerly Nippondenso Co., Ltd.) in April 1978.

Maruyama began his career in DENSO's Tokyo sales office where he expanded sales with Honda Motor Co., Ltd. through promoting air-conditioner and body-related products, such as instrument clusters and wipers.

In 1986, Maruyama transferred to the Overseas Sales Division as one of the project leaders of the DENSO European-business project. He helped lead DENSO's entry into the European market by developing DENSO's regional business plan.

In 1995, Maruyama was named the first president of DENSO Sales France S.A.R.L. and helped realize the mass production of DENSO's diesel common rail system in Europe by winning diesel business.

In July 2002, Maruyama was promoted to president of DENSO Automotive Deutschland GmbH, DENSO's sales and engineering company in Germany. In this position, Maruyama established and strengthened the engineering capability in Europe by expanding DENSO's Munich technical center and opening its Aachen engineering center. He also streamlined the organization of European sales companies and established manufacturing companies in the Czech Republic and Hungary.

In June 2004, Maruyama was named one of DENSO's executive directors, and in April 2008, became president of DENSO International America, INC., DENSO's North American headquarters. Maruyama took the role during the global economic downturn, and he worked side-by-side with all DENSO North American employees through the challenges resulting from the financial market chaos that followed the Lehman Brothers bankruptcy. His leadership earned trust from customers and employees.

Maruyama returned to Japan in June 2009. He was promoted to senior executive director in June 2010 and appointed to executive vice president in June 2014. His focus is to continuously build long-term relationships with car makers around the world.