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Makoto Tanaka

Senior Vice President, Sales and Marketing

DENSO International America, Inc.

Makoto Tanaka is senior vice president of Sales and Marketing at DENSO's North American headquarters in Southfield, Michigan. He is responsible for overseeing all North American and South American sales, marketing and business operations activities for customers.

Tanaka first joined DENSO Corporation (formerly Nippondenso.Co., Ltd.) in 1992 as a sales representative. He oversaw the sales and delivery expansion for Daihatsu Motor Co., Ltd., focusing on heating, ventilation, and air conditioning (HVAC) products, and wiper blades. Tanaka stayed with this group in Japan's Osaka branch from 1992 to 1998, serving in various roles with increased responsibility.

In 2008, Tanaka was transferred to Southfield and put in charge of overall operations for Toyota's North American business. He has been working with Toyota Sales for more than 20 years, primarily responsible for HVAC products and electronic control units. In 2015, Tanaka was appointed to project director, where he led global sales for overseas customers like General Motors and Ford. One year later, he was promoted to president of DENSO Korea. In this role, he oversaw Hyundai business operations and sales. Soon after, he was made director of Toyota Sales, focusing on global sales and expansion. Tanaka has been in his current role since September 2018.

Tanaka earned his Bachelor of Science in Management Information from Chubu University in Kasugai, Aichi, Japan.

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