



2024 Page Annual Conference



Masahiro Moro
Representative Director President
& CEO, Mazda Motor Corporation

Masahiro Moro is the President and CEO of Mazda Motor Corporation (MMC).

In this role, Moro-san focuses on Mazda's commitment to creating vehicles that bring joy and happiness to all and providing moving experiences that inspire people and enrich life-in-motion for those served.

Mazda is unwavering in believing that a great car can enrich its driver's and

owner's lives.

Responsible for guiding Mazda's business transformation, Moro-san is leading the company through the expansion and addition of iconic models and has been instrumental in advancing Brand Value Management at Mazda. This includes launching the company's Retail Evolution program, which has significantly enhanced the customer experience at US dealerships.

In his more than 40 years with MMC (formally Toyo Kogyo Co., Ltd.), Moro-san has held several positions as an executive and across marketing, sales, and customer service functions. He served as Director and Senior Managing Executive Officer of MMC from 2021-2023 and as Chairman and CEO of Mazda North American Operations (MNAO) from 2016-2021. Other roles include Vice President of Mazda Motor Europe GmbH and General Manager of MMC's Global Marketing Division.

Moro-san's deep passion for the automotive industry was influenced by his father, who worked at a Mazda dealership in Kyoto, Japan.



Moro-san began his career in Domestic sales and later on in product development, working on the second-generation MX-5 and the last generation of the RX-7.

His love for automobiles has influenced Mazda's human-centric product development philosophy, with the belief that deepening a driver-vehicle relationship will energize drivers.