

## **Alva Mason**

Manager of Diversity, Inclusion and Community Relations  
Toyota Motor Sales, U.S.A.



Alva Mason is manager of diversity, inclusion and community relations for Toyota Motor Sales, U.S.A., Inc. (TMS). In this role she identifies, develops and implements initiatives that support Toyota's 21st Century Diversity Strategy.

Working with Toyota and Lexus field offices, Mason has helped TMS more than triple its number of minority dealerships since 2001. She represents the company with Toyota-Lexus Minority Dealers Association and the National Association of Minority Automobile Dealers and manages the Diversity Advertising Review Panel for Toyota and Lexus.

Mason also directs Toyota's community relations outreach programs with the United Negro College Fund, the Hispanic Scholarship Fund, the Native American College Scholarship Fund, the Urban League, and the ACT-SO activities of the NAACP.

She began her career with Toyota in 1999. Prior to that, she contributed to Ford Motor Company's minority dealer training program and retail dealer development initiatives for nearly 13 years.

A native of Fort Lauderdale, Florida, Mason earned a bachelor's degree in accounting from Howard University. A mother of three children, she currently serves on the board for the YWCA of Greater Los Angeles and the Millennium Momentum Foundation.