



Agustín Martín

President and CEO at Toyota Spain

Curriculum vitae

Masters degree in Business Administration and specialized in Marketing from the University of Valencia, Spain (1988-1992). Married with two kids, he likes to travel and practice sports specially swimming & hiking.

In 1995 he started his career in Toyota, working in different areas like aftersales, brand and marketing, both here in Toyota Spain and in Toyota Motor Europe. In 2002 he was appointed Brand General Manager in Toyota Spain, holding this position until 2006, when he was appointed Marketing Director.

In 2010 he returned to Toyota Motor Europe as Brand General Manager. Two years later he became Marketing Director for European operations.

In 2015 he was appointed as President and CEO of Toyota Spain.