

President of Mazda Canada, Inc. and CMO, Mazda North American Operations

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Executive Bios

Executive Biography: DON ROMANO

Title: President of Mazda Canada, Inc. and CMO, Mazda North American Operations



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EXECUTIVE BIOGRAPHY: DON ROMANO

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Don Romano is president of Mazda Canada, Inc. and CMO for Mazda North American Operations. Formerly vice

president of marketing for Mazda in the U.S., he was appointed to his current position as president of Mazda Canada in April 2006.

Since joining Mazda in 2000, Romano has played key roles in marketing and sales operations. Shortly after being hired to oversee Mazda's sales operations in Calif. and Hawaii, he was brought into Mazda's marketing team to help build Mazda's brand. After the successful launch of the *Zoom Zoom* campaign, he was promoted to vice president of marketing, a position he held during the company's most successful growth years.

Romano began his career with Nissan Motor Corporation, where he held a number of senior management positions in both sales operations and marketing.

Romano graduated with a bachelor's degree in business administration and marketing from California State University, Long Beach and received an MBA from Pepperdine University. Romano is married with four children. They are from Laguna Beach, Calif. and currently reside in Toronto.

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