

# Vice President, Customer Service Operations & Quality Assurance

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## Executive Bios

### Executive Biography: YASUO KUNITA

**Title:** Vice President, Customer Service Operations & Quality Assurance

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Yasuo Kunita is vice president, customer service operations & quality assurance for Mazda North American Operations. In this role, he is responsible for driving customer loyalty and retention by ensuring the highest quality customer service and products.

Kunita joined Mazda Motor Corporation in 1973 and boasts 35 years of experience with the company. He has served in various quality assurance, technical service and customer service and loyalty positions. As general manager, market support, he supported the function of marketing and sales for Asia, Oceania, the Middle East and both South and Central American markets. In April 2005, he was promoted to general manager, technical service, where he was responsible for global technical service operation. In January 2008, Kunita joined Mazda North American Operations as vice president, quality and technical service.

Kunita studied mechanical engineering at Tomakomai National College of Technology. He resides in Irvine, Calif.

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