



Jerry Chenkin

President & CEO (Retiring)

Honda Canada Inc.

As President and CEO, Jerry Chenkin is responsible for all business operations at Honda Canada Inc., including the Honda and Acura Automotive Divisions, and Honda Motorcycle, Power Equipment, ATV and Engine businesses. Additionally, he has overall responsibility for Honda's Canadian manufacturing operations.

Chenkin joined Honda Canada Inc. in 1975, shortly after emigrating from London, England. His experience at Honda Canada Inc. includes stints in finance, administration, sales — both field and corporate, and advertising.

In his 40 years with the company, Chenkin has played a key role in Honda Canada's growth from an importer of motorcycles and first-generation Civics, to becoming a major sales and manufacturing force in Canada and employer of approximately 4,700 Canadians.



Scott Conner

Senior Vice President, Power Equipment Division (Retiring)
American Honda Motor Co.

Scott Conner is senior vice president of American Honda's Power Equipment Division, the U.S.-based sales, marketing and customer service arm for Honda power products, general purpose engines and outboard marine engines.

Prior to his divisional vice president position, Mr. Conner was assistant vice president of Engines and Marine for American Honda's Power Equipment Division, where he oversaw the company's engine and marine businesses, including sales, service, marketing, product planning and application engineering, which supports OEMs, engine distributors, boat builders and marine dealers.

Conner began his career with Honda in 1978 as a motorcycle service representative in Texas. He advanced through the ranks of the Service Division to the level of national manager for Power Equipment Service. In 1989, Conner joined the Power Equipment Division as senior manager of Service & Engineering. Since that time he has held multiple senior management position covering every aspect of American Honda's Power Equipment Division.

Prior to American Honda, Conner was employed by Honda of Huntsville, in Huntsville Alabama, for six years while he worked on his education.

Conner has earned over 20 professional certificates in technical, managerial and marketing disciplines ranging from machine shop technology from Madison County Trade Tech to marketing from Emory University Goizueta Business School. He is a member of the board for Honda Power Equipment Mfg. (HPE) and has held positions on the Executive Board for the Engine Manufacturers Association (EMA), the board of the National Marine Manufacturers Association (NMMA) and the board of the American Honda Foundation.



Jeff Conrad

Senior Vice President (Effective April 1, 2017)
American Honda Motor Co., Inc.

Jeffrey L. Conrad is senior vice president and general manager of the Honda Division of American Honda Motor Co., Inc. He oversees all Honda brand sales and marketing activities in the United States. Conrad took up his new responsibilities on April 1, 2014. He served previously as vice president, Acura National Sales within the Automobile Sales Division of American Honda Motor Co., Inc., where he was responsible for Acura brand sales.

Conrad joined Honda in 1982 as a district sales manager. In 1983, Conrad was promoted to assistant zone sales manager – Mid-Atlantic, and, in 1984, to zone sales manager – Mid-Atlantic. Shortly after the launch of the Acura brand in 1986, he became the Acura national sales manager from 1987 until 1993 and the western region manager from 1993 until 1994. In December 1994, Conrad was promoted to assistant vice president of National Marketing and then to assistant vice president of Dealer Relations in 1999. He served in that capacity until November 2004. In December 2005, Mr. Conrad was promoted to vice president, National Marketing Operations of the Automobile Operations Division.

Prior to joining Honda, from 1975 until 1982 Conrad held numerous positions at Ford Motor Company, and from 1973 until 1975 was employed by Pepsi-Cola Bottling Co.

Conrad received his bachelor's degree in business administration from the University of Maryland College Park.



Katsumi Endo

President & CEO (Effective April 1, 2017)
Honda Transmission Manufacturing of America, Inc.

Katsumi Endo has served as vice president of Honda de Mexico (HDM) since July 2013.

Prior to coming to HDM, Endo held several positions at Hamamatsu Factory over the course of nine years. Most recently, Endo served in the Transmission Plant, Production Planning, preceded by his position of plant manager, Transmission Plant in September 2010. Before serving in Production Planning at Hamamatsu Factory, Endo also held the title of Chief Inspecting Engineer in 2009. For five years, starting in June 2004, Endo worked in the Quality Department, Auto Plant Hamamatsu Factory and would quickly become department manager within that same year.

Endo served at Honda Transmission Manufacturing of America, Inc. (HTM) for five years, starting in 1999.

From 1985-1999, Endo served as AT mission quality, Plant 2, Hamamatsu Factory.

Endo joined Honda in April 1983.



Dave Gardner

President & CEO (Effective April 1, 2017)

Honda Canada Inc.

As senior vice president, Operations and Risk Management Officer, Dave Gardner is responsible for strengthening the operations of the company, reinforcing its strategic direction, overseeing operational matters and enhancing the coordination of North American Regional initiatives. The day-to-day operations of Honda's Automobile, Motorcycle, ATV and Power Equipment divisions, as well as Parts and Service Operations is also under Dave's charge.

Dave's career at Honda Canada began in 1989 as a Honda district sales manager in our Central Zone office. During his time at Honda, Dave has held positions of increasing responsibility, including zone manager of Central Zone, national sales manager for both Honda and Acura, assistant vice president, Acura and vice president of Sales and Marketing for both Honda and Acura. In 2007, Dave became the vice president of Parts and Service where he sought to grow the important parts and service businesses of Honda's vast Canadian dealer network. His extensive knowledge of the industry, proven track record, and diverse experience has helped propel Dave to his current position.



Masayuki Igarashi

Executive Vice President (Effective April 1, 2017)
American Honda Motor Co., Inc.

Masayuki Igarashi is operating officer and director, Honda Motor Co., Ltd. and chief operating officer, Power Product Operations, Honda Motor Co., Ltd.

Prior to his current role at Honda, Igarashi served as director, Asian Honda Motor Co., Ltd. in April 2014.

In 2012 Igarashi became president, Honda Vietnam Co., Ltd.

Before joining Honda Vietnam Co., Ltd., Igarashi served as general manager, China Operation Office, Regional Operations (China), Honda Motor Co., Ltd. from 2009-2012.

In April 2007, Igarashi became president, Honda Motor (China) Co., Ltd.

Igarashi joined Honda Motor Co., Ltd. in April 1988.



Tomomi Kosaka

To Be Announced (Effective April 1, 2017)

Tomomi Kosaka is president and CEO of Honda of America Mfg., Inc. (HAM) and executive vice president of Honda North America, Inc. He is a co-leader of Honda's auto manufacturing and engineering functions in North America and an operating officer of Honda Motor Co., Ltd.

Kosaka joined Honda in April 1984.

His career started at Honda Engineering Co., Ltd. in Japan working in the areas of machine tool and engine production development.

In April 2007, Kosaka became general manager of the Powertrain Production Engineering Division of Honda Engineering. Shortly thereafter, in April 2008, Kosaka came to the U.S. and became Engine Division Manager at Honda Manufacturing of Alabama, LLC.

In April 2010, Kosaka joined HAM and became chief engineer and plant manager of the Anna Engine Plant.

From 2013-14, Kosaka served as senior vice president of HAM with responsibility for production operations in its two auto plants and engine plant.



John Mendel

Executive Vice President (Retiring)
American Honda Motor Co., Inc.

John W. Mendel is executive vice president of the Automobile Division of American Honda Motor Co., Inc. (AHM), heading up both the Honda and Acura Automobile Divisions.

Mendel is responsible for U.S. sales and marketing activities for both Honda and Acura, as well as Acura Parts and Service field operations. In addition, he oversees Honda and Acura market representation, customer marketing, dealer business management, and product and sales information.

Previously, Mendel led Automobile Operations at AHM and was responsible for product planning, advertising, marketing, public relations and distribution for both Honda and Acura Automobile Divisions.

Mendel joined American Honda in December 2004, and was promoted to executive vice president in 2007.

He has been working in the auto industry since 1976, serving in sales and marketing positions and rising to the level of chief executive officer at one automaker.



Shoichi Nakao

President & CEO (Effective April 1, 2017)
Honda Precision Parts of Georgia, LLC

Shoichi Nakao currently serves as plant manager, Moka Drivetrain Factory, in Japan. Nakao's current position was preceded by his role as plant manager, CVJ Plant.

From 2001-2012 Nakao held several positions at Tochigi Plant, Production Operations, starting with six years working in the Quality Control office. Nakao would then become department manager of the Quality Control office, followed by his most recent role of department manager, Business Planning Department, Tochigi Plant.

Before coming to Tochigi Plant, Nakao served in the Production Engineering Office at Moka Parts Plant for ten years.

From 1987-1991, Nakao worked at Honda R&D Japan.

Nakao Joined Honda in April 1986.



Greg Norval

President & CEO (Effective April 1, 2017)
Honda Trading America, Inc.

Greg Norval is senior vice president (HTA Officer) of Honda Trading America, Inc. (HTA). Norval also serves on the HTA Board of Directors, and as the HTA risk management officer.

Norval has held several positions at HTA since 1992. Prior to Norval's current roles, he served as vice president from 2006-2012, preceded by assistant vice president from 2001-2006. Norval also served as senior manager, Corporate Services Division from 2000-2001, and manager, Accounting Administration.

Norval joined Honda in September of 1992 as assistant manager, Accounting Administration at HTA.



Mike Rudolph

Vice President, Power Equipment Division (Effective April 1, 2017)
American Honda Motor Co.

Mike Rudolph is vice president, Power Equipment Division. Rudolph has served in a variety of roles in the Power Equipment Division for 14 years, and has been responsible for the engine business, marine business, service operations, marketing, advertising and product planning.

Prior to serving in the Power Equipment Division in Alpharetta, Georgia, Rudolph served in several positions in the Honda Auto Service Division.

Rudolph started at Honda in 1983 with the Honda Auto Service Division.



Toshiyuki Shimabara

President & CEO (Effective April 1, 2017)
Honda of America Mfg., Inc.

Toshiyuki Shimabara currently serves as operating officer, Honda Motor Co., Ltd. Shimabara also serves as executive in charge of motorcycle production, Motorcycle Operations, Honda Motor Co., Ltd. and as general manager, Kumamoto Factory, Motorcycle Operations, Honda Motor Co., Ltd. In addition, Shimabara is currently executive in charge of power product production, Power Product Operations, Honda Motor Co., Ltd.

Prior to taking on his current roles, Shimabara became general manager, Production Planning Office, Motorcycle Operations, Honda Motor Co., Ltd. in 2013.

Previously, Shimabara served as vice president, Sundiro Honda Motorcycle Co., Ltd. from 2009-2013, after first joining Honda Motor Co., Ltd. in April 1988.



Katsuhiko Yamada

President & CEO (Effective April 1, 2017)
Honda Accessory America, LLC

Katsuhiko Yamada has served as Operating Officer at Honda Access Corporation since April 2015. Prior to his current role, Yamada has also served as division manager and department manager, Development Division at Honda Access Corporation.

In 2013, Yamada worked at Honda Motor (CHINA) Investment CO., Ltd. (Guangzhou).

For five years, starting in 2008, Yamada held the position of vice president, Honda Access China.

From 2002-2008 Yamada would return to Honda Access and serve in Interior/Exterior Design, Tochigi.

Yamada worked at Honda Accessory America in Ohio for five years, starting in 1997.

For ten years, Yamada served in the Design Department, Tochigi, Honda Access Corporation.

Yamada joined Honda in April 1983.