



Jenny Darroch & Randy Pflughaupt

“A Conversation about Marketing through Turbulent Times”

The Case of Toyota with Randy Pflughaupt, Group Vice-President of Marketing at Toyota Motor Sales and Jenny Darroch, a marketing professor at the Drucker School

About Jenny Darroch

Jenny Darroch is Assistant Professor of Marketing at the Peter F. Drucker and Masatoshi Ito Graduate School of Management in Claremont Graduate University. Previously Jenny Darroch was the Director of Entrepreneurship and a Senior Lecturer in Marketing at the University of Otago in New Zealand. Jenny is an active board member of the Marketing and Entrepreneurship Special Interest Group within the American Marketing Association and hosts a chapter of the American Marketing Association at Claremont Graduate University. Jenny has an active consulting background and former clients include local and central governments, banks, high technology firms, retailers, and fast moving consumer goods manufacturers and importers.

Jenny’s research focuses on marketing strategies that generate growth and this allows her to combine her interest in marketing, innovation and entrepreneurship. Her book, *Marketing Through Turbulent Times* (Fall 2009), examines the challenges of marketing in the current environment and provides a range of tools, principles and approaches for managers who want to fine-tune their current marketing strategies while identifying innovative growth opportunities that will allow them to lead their organization toward a robust future.

Her publications appear in leading journals such as the *European Journal of Marketing*, *Journal of Business Ethics* and the *Journal of Small Business Management*. A career highlight was co-editing (with George Day and Stan Slater) a Special Issue of the *Journal of the Academy of Marketing Science: A Tribute to Peter Drucker* in 2009.

She received her Ph.D. from the University of Otago.



About Randy Pflughaupt

Randy Pflughaupt is group vice president, marketing for Toyota Motor Sales (TMS) U.S.A., Inc.

Pflughaupt is responsible for all Toyota Division market planning, advertising, merchandising, sales promotion, incentives, NASCAR and motor sports, as well as Internet activities.

Since joining Toyota in 1982, Pflughaupt has held several positions with TMS, including district service manager, district manager, business management manager, and distribution manager at the Portland Region. Pflughaupt also was general sales manager for Central Atlantic Toyota in Glen Burnie, Md., assistant general manager of Toyota's Los Angeles Region, and general manager of the San Francisco Region. At TMS headquarters in Torrance, Calif., he served as corporate manager for distribution operations, national sales and production manager, new era process team leader, distribution operations manager, and sales administration manager. Most recently, Pflughaupt was vice president, distribution operations.

Pflughaupt earned his bachelor's degree in business administration from Oregon State University in Corvallis, Ore.

He currently lives in Newport Beach, Calif., with his wife Linda and their two sons, James and Eric.