



MAZDA NORTH AMERICAN OPERATIONS EXECUTIVE + SUBJECT MATTER EXPERT BIOGRAPHIES

TOM DONNELLY

President and CEO of Mazda North American Operations (MNAO)



Tom Donnelly is President and CEO of Mazda North American Operations (MNAO), appointed April 1, 2023. Previously, Donnelly served as senior vice president, between 2019 and 2023, and vice president, between 2017 and 2019, of U.S. sales and retail operations. In these roles, he was responsible for overseeing U.S. vehicle sales, aftersales, and U.S. regional office operations. During this tenure, Donnelly greatly progressed Mazda's Brand Value Management in retail operations, while also improving the overall business operations and relations with Mazda dealers.

Donnelly joined Mazda in February 2008 as the regional general manager for Mazda's Gulf Region before moving to oversee the Western Region.

Prior to joining Mazda, Donnelly spent six years at J.D. Power and Associates, first as a senior account director and later as vice president of automotive client services. He also served as director of field operations and vice president of dealer operations for Autobyte.com. Donnelly began his career with Subaru of America, where he spent 10 years serving in various district and regional management positions.

Donnelly received a Bachelor of Science in management from Rutgers University. He currently resides in Southern California.

JACQUES FLYNN

Senior Director, Mazda Design America (MDA)



Jacques Flynn is Senior Director of Mazda Design America, where he leads all Mazda design activities in North America. In this role, he oversees design strategy and execution while working closely with global design and marketing teams to ensure alignment between product design and brand expression.

Flynn brings extensive automotive design experience to the role, with a long tenure at Mazda spanning both creative leadership and hands-on design. He previously served as Brand Style Director at Mazda Design America and earlier as Lead Exterior Designer, contributing to the evolution of Mazda's design language and supporting key marketing initiatives at Mazda North American

Operations.

His work includes providing creative direction for global photo shoots and reveals for the CX-90 and CX-70, as well as contributing to the design of the fourth-generation MX-5 and leading the design of Mazda's RT24-P DPI race car. Flynn is recognized for blending design innovation with brand consistency as Mazda continues to evolve its design philosophy.

Favorite CX-5 feature and why it matters to you: Favorite part of the new CX5...well hard to choose just one 😊. I'm an exterior designer by trade...so there are plenty of gems on the exterior I love - the confident front end, the beautiful surfacing throughout, the new MAZDA word mark on the rear lift gate all enhancing the CX5 and making it that much more distinct.

But to be honest, my favorite part (selfishly) is the massively improved rear seat space and door opening. I'm a tall guy...I can now get in and out of this car easily, and with tons of legroom once inside! I have a 3-year-old in a car seat...the larger door opening paired with the wider opening angle allows me to get my kid in and out of that car seat so much quicker, easier and safer thanks to the vehicle's improved packaging and design

MATTHEW VALBUENA

Project Manager, In-Vehicle Technologies and Human Machine Interfaces, Mazda North American Operations



Matthew Valbuena is a Project Manager at Mazda North American Operations R&D division who is responsible for development and calibration of in-vehicle technologies. The scope of his work under the 'HMI' banner includes software and hardware research and development, product planning, consumer and industry research and forecasting and finalizing Mazda's in-car technology for the U.S. market.

Valbuena has been with Mazda since 2014 and comes from a tenured background in the OEM and aftermarket automotive consumer electronics industry. Other notable brands he has worked with include TMI Products who supplied components and domain expertise to Toyota, Scion, BMW and HUMMER, as well as Pioneer, a leading automotive aftermarket electronics supplier.

Favorite CX-5 feature and why it matters to you: Google-built in. Google it and you'll see that it transforms the vehicle's infotainment system into a seamless, smartphone-like experience, allowing for native access to Google Maps, Google Assistant, and Play Store- without needing to connect to a smartphone. It offers superior voice commands, real-time navigation, and over-the-air updates for a personalized and connected driving experience.

JENNIFER MORRISON

Director of Vehicle Safety at Mazda North American Operations



Jennifer Morrison is Manager of Vehicle Safety Compliance, Planning & Development at Mazda North American Operations, where she leads efforts to advance vehicle safety strategy and compliance across current and future models. She was recognized as a 2022 *Automotive News* Rising Star for her leadership and impact in improving roadway safety.

Since joining Mazda in 2018, Jennifer has played a key role in the brand's strong performance in crash tests and safety awards, while helping guide the development of advanced driver assistance systems and evaluating the potential of automated driving technologies. Prior to Mazda, she spent more than a decade as an Investigator-in-Charge at the National Transportation Safety Board, investigating highway crashes and advocating for safer transportation systems.

Driven by a passion for protecting drivers, passengers, and communities, Jennifer's work supports Mazda's long-term goal of a crash-free society.

Favorite CX-5 feature and why it matters to you: My favorite CX-5 feature? Hands down, what we did with the Ultra High-Tensile steel for the body structure. You can't see it with the naked eye, but it's doing the heavy lifting — literally. We reinforced the safety cage around the occupants from the inside out, making an already robust safety machine even stronger. Invisible to customers, invaluable in a crash — that's my kind of safety engineering.

JANNICE JACOBSON

Senior Manager, Strategic Planning, Mazda North American Operations



Jannice Jacobson is a Senior Manager in Mazda North American Operations' Product Planning division who oversees the product planning, development and packaging of Mazda's U.S. model line-up. This hands-on role has Jacobson working cross-functionally with other teams within Mazda to identify strengths and areas for improvement in current Mazda and non-Mazda vehicles as future vehicles are being developed.

Under Jacobson's guidance, the product planning team has strategically optimized the packaging and content of Mazda's entire model line-up to better meet the needs of the U.S. customer, resulting in consecutive years of best-ever sales for Mazda in the U.S. This level of product planning expertise and marketing analysis comes from years of industry experience at Mazda as well as a stint with J.D. Power, and an education from UCLA.

Favorite CX-5 feature and why it matters to you: Memory seats - total marriage saver! 😊 Especially helpful after my husband drives my car. One tap and my day keeps moving.

RUBIN ARCHILLA

Senior Manager, Accessory Development, Vehicle Promotion, Mazda North American Operations



Rubin Archilla is a Senior Manager at Mazda North American Operations R&D division and has taken on many roles during his long tenure with the company, including engineering, analysis and product development. He has in-depth knowledge of the engineering processes and philosophies involved in developing Mazda vehicles for the U.S. market, including powertrain and ride and handling calibration.

Archilla's time at Mazda R&D has seen him involved with many aspects of modern Mazda vehicles that people may take for granted, including the development processes that led to Mazda's SKYACTIV family of optimized powertrains and vehicle platforms. For the more enthusiastic drivers in

the crowd, Ruben has real street cred thanks to his role in the development of popular previous Mazda vehicles, like the Mazdaspeed6 and Mazdaspeed3 hot hatchback.

Favorite CX-5 feature and why it matters to you: My favorite thing about the CX-5 is how fun and engaging it is to drive. Much like the MX-5, it really can make any trip entertaining, even though it's a practical CUV.

DAVE COLEMAN

Manager, Vehicle Dynamics Engineering, Mazda R&D, Mazda North American Operations



Dave Coleman is Manager of Vehicle Dynamics Engineering at Mazda North American Operations, where he leads development of steering, handling, ride, noise, vibration, and harshness, as well as active safety systems. His work includes target setting, system tuning, and prototype evaluation to ensure vehicles deliver Mazda's intended driving character.

Prior to joining Mazda, Coleman spent more than 13 years in automotive journalism, including serving as Engineering Editor at *Sports Compact Car* magazine. In that role, he oversaw performance testing and technical content, bringing a deep understanding of vehicle behavior and driver-focused engineering to his current work.

Coleman holds a Bachelor of Science in Engineering from Harvey Mudd College and is based in Southern California.

Favorite CX-5 feature and why it matters to you: I'm particularly proud of the off-road mode and how capable the CX-5 is in difficult conditions nobody expects it to be in. It's always fun to get to the top of a challenging trail and wave at those who said you'd never make it up...

TARO ANDO

Product Manager, Cross Carline Technology, Mazda North American Operations



Taro Ando is a Product Manager at Mazda North American Operations Strategic Planning division who leads all discussions around in-vehicle technologies, its cross carline application, and business case developments.

Ando has been with Mazda since 2007 and has experience in various divisions within the organization including Customer Service, R&D, and multi-year assignment at Mazda's global headquarters in Hiroshima.

Favorite CX-5 feature and why it matters to you: 40/20/40 back seat split, because I can squeeze in my surfboard in the middle /20/ split and still sit two people comfortably in the back seat.