

ARUN HOLEHONNUR ANANTH

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EDUCATION

GEORGETOWN UNIVERSITY, McDonough School of Business

Washington, DC

Master of Business Administration

May 2025

- Certificate in Consumer Analytics & Insights

- Member: Student Govt. Association (Elected), Student Ambassador, Volunteering Club, Japan Society

VISVESVARAYA TECHNOLOGICAL UNIVERSITY

Bangalore, India

Bachelor of Engineering, Mechanical Engineering

June 2011

EXPERIENCE

TOYOTA

July 2011 – July 2023

TOYOTA KIRLOSKAR MOTOR

Bangalore, India

Assistant Manager, January 2023 – July 2023

- **Business Strategy:** Strategized vehicle performance by developing priority vehicle performance parameters for a key product and helped transition from a legacy product. Showcased hybrid technology to >30 media houses in India.
- **Market Analysis:** Led market suitability study for introducing auto emergency braking feature in India by planning competitor study, simulated customer feedback scenarios; analyzed 7,000 kms of driving user data across India.
- **Marketing Support:** Facilitated Lexus product marketing initiatives by leading hands-on driving demonstrations for dealer service advisors, effectively showcasing the superior performance and features of Lexus vehicles to enhance customer engagement and satisfaction.

Senior Engineer, January 2018 – December 2019, January 2022-December 2022

- **Industry & Competitive Analysis:** Spearheaded the market suitability study team involving stakeholders from planning, quality assurance and product marketing for introduction of mid-size sedan in the Indian market.
- **Product Management:** Led static & dynamic evaluation of various automotive subsystems including audio, in-car-entertainment systems & HMI. Evaluation was used for feedback to design teams locally & globally.
- **EV conversion:** Led the concept and demand calculation for a mid-size ICE sedan to EV conversion prototype build.
- **Product Marketing:** Strategized and executed media drives for showcasing hybrid tech to top Indian media houses. Six events promoted hybrid performance and increased awareness resulting in 3 highly successful product launches.

TOYOTA MOTOR CORPORATION

Toyota City, Japan

Internal Transfer Senior Engineer, January 2020 – December 2021

- **Product Evaluation:** Tested & analyzed drivability performance in prototype stages for small & medium class hybrids for introduction in the Japanese market. Helped launch products without defects and complaints.
- **Data Driven Strategy:** Transformed the capability of Toyota, India in Hybrid vehicle performance prediction and strengthened product feedback using data. Built performance Analysis ecosystem to gear up for product launches.

TOYOTA KIRLOSKAR MOTOR

Bangalore, India

Engineer, July 2016-December 2017

- **Operations Improvement:** Pitched and established a new noise & vibration facility, after negotiating an investment of \$60,000 that minimized technical dependency on global R&D centers in Thailand & Japan. Facility determined product strategy for India. Managed the entire project, from concept to supplier negotiations to SOP establishment.
- **Stakeholder Development:** Jointly developed Indian tire supplier's technical capability through rigorous handholding for development as per Toyota standards. Reduced supply chain risk and cost through development.

TOYOTA MOTOR ASIA-PACIFIC

Bangkok, Thailand

Internal Transfer Senior Engineer, May 2015 – June 2016

- **Performance Improvement:** Tested noise & vibration performance of 8 different vehicle and tire manufacturers to aid Toyota product performance strategy in the ASEAN market. Liaison to home company for market research.

TOYOTA KIRLOSKAR MOTOR

Bangalore, India

Engineer, July 2011 – April 2015

- **Collaborative Process Innovation:** Saved over \$100,000/ year by conceptualizing, validating, and negotiating a new testing methodology for regulatory compliance involving government regulatory agencies in India.

DISTINCTIONS

Achievement:	Certified Test Track Driver-Level 1, Winner-Small Group Activity: Cost Saving through Kaizen
Leadership:	Toyota Representative at -FISITA World Automotive Congress-2018, Future Mobility Show-2019
Global Mindset:	Japanese-Professional, Hindi-Fluent, Kannada-Native
Community:	Volunteer for Toyota's Community Action to Reach Everyone program
Involvement:	Guest Speaker-Toyota International Association-Japan, Competitive Badminton Player
Skills:	Microsoft Azure Fundamentals, AWS Cloud, Power BI, Python & R.