

Let's Talk Business

For Ted Rogers Students

These reports describe industry sectors and career paths of interest to Ted Rogers students and Alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

TOYOTA

Toyota Canada Inc.

Toyota Canada Inc. (TCI) is the exclusive distributor of Lexus and Toyota vehicles in Canada. Headquartered in Toronto with five regional offices, TCI serves over 287 Toyota and Lexus dealers across the country. TCI oversees business functions such as product planning, product quality, sales, marketing, customer satisfaction and more. With a rich history of over 60 years in Canada, TCI is passionate about continually investing in and committing to its teams, partnerships, and communities. Everything TCI does is guided by its devotion to customers and Toyota Way values, with an emphasis on respect for people and continuous improvement

In addition to TCI, Toyota operates two other key entities in Canada. Toyota Motor Manufacturing Canada (TMMC) is responsible for vehicle assembly, operating three manufacturing plants in the country. Toyota Credit Canada Inc. (TCCI) provides customers with flexible financing and leasing options, and protection plans to Toyota and Lexus dealers in Canada

The Toyota Way

Toyota is an award-winning company for its focus on people, passion, and continuous improvement to drive innovation and evolution in its operations. Toyota is recognized worldwide for its technological leadership, superior standards of quality, community involvement and environmental responsibility

Top Co-op Employer

In 2024, TCI was recognized as a Ted Rogers Top Co-op Employer in two categories: Highest Rated Employer and Top Employer in the Automotive industry



The TCI Co-op Experience

TCI's unique co-op program has been established as one of TRSM's top employers and a favourite among students. In addition to the engaging and interesting positions TCI offers, various events are organized to promote further learning, collaboration, and networking throughout the co-op lifecycle including:

Co-op Case Competition:



Hosted every term, this competition allows students to analyze key business issues and develop strategic plans and recommendations to address TCI's current challenges. Over two days, students apply their classroom and co-op term learnings to real-world Toyota-specific scenarios, showcasing their critical thinking, problem-solving, and presentation skills to a panel of judges consisting of associates, managers, national managers, and directors

Networking Events:



Various networking events are held throughout the term to connect co-op students with their fellow co-op peers and others within the organization at various levels. Some of these events include:

Business Acumen Series:



Departments across the organization present to students their responsibilities, projects & impacts on TCI. This allows students to gain exposure to departments that they may otherwise not interact with

Past and Present Series:



Former co-op students who have rejoined the organization after graduation share their journeys and offer advice to current co-op students, demonstrating that their journey with TCI doesn't have to end when their co-op term does

Co-op Final Presentations:



Co-op students reflect on their contributions and learnings during their time at TCI and present them to their peers

Social Lunches:



Co-op students are brought together to connect over group lunch sessions and build relationships

TCI Hires Ted Rogers Students

From Fall 2017 to Winter 2025, students across all TRSM majors have secured 108 work terms at TCI

108

Work Terms
Secured



164

Jobs Posted



Most common positions secured by TRSM students at TCI:

- Co-op, National Sales
- Co-op, Lexus Product Planning
- Co-op, Service Retention
- Co-op, Internal Communications
- Co-op, Technical Support Analyst
- Co-op, Enterprise Architecture and Governance
- Co-op, Talent Acquisition

Top Co-op Programs at TCI

Business Technology Management

Marketing Management

Human Resources Management



Co-op Students Reflect on their Experience with TCI



 **Alyssa Baretto**
3rd Year HRM Student

Talent Acquisition Co-op

"I'm grateful for my Talent Acquisition role at TCI, as it reinforced my passion for recruitment. The fast-paced yet supportive environment with Toyota's focus on growth and continuous improvement make this an invaluable learning experience."



 **Valay Desai**
4th Year MKT Student

Internal Communications Co-op

"The people and the company culture made working at Toyota Canada Inc. special. Everyone I worked with from all different departments was outgoing, friendly, and genuinely cared about my development as a young professional."



 **Muizz Ahmed**
4th Year BTM Student

National Sales Co-op

"The Toyota National Sales role provided an exceptional opportunity to assume ownership of high-priority responsibilities and programs, fostering personal growth in self-management and both operational and communication skill development. It also offered engaging collaborative experiences with both your immediate team and fellow co-op students."

Tips from TCI's HR Team



Talent Acquisition Consultant, Samirah Kamal, provides helpful tips for students interested in applying to a co-op role with TCI!

Beyond Technical Skills at TCI

While we understand that technical skills like Excel and Power BI are assets, they're also taught on the job. We realize that co-op students are just beginning their professional journey and don't have a lot of prior work experience. Having a positive attitude and a willingness to learn are traits we value the most. Other traits that are important include teamwork, leadership, communication, initiative, problem solving and organization. We advise students to highlight any applicable traits on their resume by elaborating on responsibilities from extracurriculars or part-time employment, even if you think they may not be relevant



How to Stand Out in your Application

Remember, your resume is the first impression that a recruiter or talent acquisition specialist has on you. Attention to detail will be key in making a lasting impression, ensuring you're not making any mistakes with spelling and formatting is consistent throughout. Although we're looking forward to meeting you, those who make the best first impression are the ones we're able to meet



How to Stand out in your Interview

Be well prepared! It's impressive to do research on the company prior to your interview, tying your experience or passion to the role that you're interviewing for. Learning about the company culture and how it resonates with you is something we look for in all candidates



Alumni Success Story



Meet Nina Ristovic, a 2020 Global Management Studies Ted Rogers Co-op alumna, who reflects on her journey from TCI co-op student to thriving professional and shares insightful advice for today's co-op students.

Co-op Positions:

- 2018 - TCI - Sales Analyst & Sales Support (8 months)
- 2019 - Toyota New Zealand - Sales Analyst & Marketing Administrator (7 months)



Nina Ristovic

Area Sales Manager

Toyota Canada Prairie Zone

Q: How did your co-op experience contribute to your growth and transition into your current role?

A: My co-op terms were invaluable; it was my first experience in a corporate environment and I took the time to ask any questions I had, which helped set the foundation for my career at TCI. What helped connect the dots when transitioning between roles was keeping in mind how the task or project at hand, no matter how easy or complex, contributed to my goals, my team's goals and the company's goals

Q: What made you decide to come back to TCI full-time after graduation?

A: First and foremost, the culture at TCI is positive, encouraging and inclusive, so I have always felt supported by my managers and my teams. Also, I enjoyed the work that I was doing at TCI and being such a large company, it offers many opportunities for growth and development

Q: What are some skills - both soft and technical - that helped you excel in both your co-op and full-time role?

A: Excel skills have helped in every role I have had; learning the basics through courses is important, but it's just as important to keep an open mind, be resourceful and adapt to the specific needs of the role. That goes for both technical skills and soft skills. The soft skills that helped me in my roles were maintaining a can-do attitude and professionalism, being resourceful and inquisitive, and taking every opportunity to practice public speaking

Q: Can you share some advice for students who want to apply for a co-op role with TCI?

A: Take the time to read through the job description and research the company, and then adapt your resume and cover letter accordingly. It may seem tedious and challenging, but it helps set you apart. Be sure to leverage the relationships that you have and take the time and care to build new and meaningful ones; this will go a long way not only with your co-op applications but in your continuous education and your career

Learn More for Free



Check out TCI's career page [here](#) to learn more about job opportunities.



Discover [Toyota's Vision](#)



Connect with TCI on [LinkedIn](#)



Visit the Business Career Hub

Employer Events

Interested in expanding your network and meeting industry professionals? BCH organizes and hosts many industry events - refer to your 'Careers Newsletter' for a list of upcoming events.

Bootcamps/Prep Programs

Digital Communication -
Linkedin - Elevator Pitch -
Personal Branding - Emotional Intelligence - Having
Courageous Conversations -
Microsoft Excel - Tableau -
PowerBI - Ace This Case
[Click here to register for current bootcamps.](#)

Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



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[TRSM Business Career Hub](#)



[Business Career Hub Website](#)



Staff Contributor Tanya Maden-Skydan

Tanya is a Manager of Corporate Partnerships working with the Automotive, Not-for-profit, and Public Sector employer partners. She is a TRSM Alumna, and brings valuable experience from her previous role as a Career Consultant with the BCH and roles in career services. Tanya is passionate about building strong relationships and providing meaningful resources for students to help them successfully launch their careers.



Student Contributor Tahreem Patel

Tahreem is a fourth year Human Resources Management Student and currently a Business Development Coordinator at the BCH. She is actively working on developing her leadership skills through her various roles as a student leader and is striving towards building a successful career in the HR field.

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