

ERWIN T. RAPHAEL BIOGRAPHY

ID: 250



General Manager, Genesis Brand

Erwin Raphael, a 25-year veteran of the automotive industry, is the General Manager for the Genesis brand in the U.S. market. He is responsible for the strategic direction and management of all Genesis operations in the United States.

Prior to his current appointment, Raphael was the Western Region Director and General Manager for Hyundai Motor America, overseeing operations of more than 165 Hyundai dealerships in the 12 Western-most states. Raphael has also served as the Director of Engineering and Quality at Hyundai, where he was responsible for new vehicle engineering, quality improvement of production vehicles, technical training and support, as well as warranty planning and operations.

Prior to joining Hyundai, Raphael held a number of key leadership positions in vehicle development, engineering, manufacturing, sales and marketing with Chrysler LLC, Toyota Motor Manufacturing, and the International Truck and Engine Company.

Raphael holds a Bachelor of Science degree in chemistry from Ohio State University, where he also studied applied mathematics and completed graduate studies in economics. Raphael served eight years in the United States Army, most recently in the 364th Engineers Group in the 83rd ARCOM. He currently serves on the Army Advisory Council.

Raphael was born on the Island of Dominica in the Eastern Caribbean and completed his early education on St. Croix, U.S. Virgin Islands. He currently resides in Orange County, California, where he enjoys surfing, skiing, running and a number of other sports. He is married with one son and a daughter.