

Marco Fioravanti, Vice President, Product Planning, Nissan Europe

- Expertise: driving the future lineup of the region
- Location: Paris, France
- Languages spoken: Italian, English, Portuguese, French, Spanish, German
- DOB: 29th December, 1973

Who is Marco?

As Senior Vice President for Product Planning in Europe, Marco is responsible for understanding and responding to customer trends in the market to ensure that Nissan's product line up continues to be robust and exciting. As pioneers of the ever-expanding crossover segment, Nissan has proved its excellence in research and data to understand why certain vehicles are popular and what drivers will want in the future. With connectivity, autonomous driving technologies and electrification moving faster than anything the industry has seen before, Nissan's Intelligent Mobility strategy will be even more key in future vehicles; where the product planning function plays a very key role.

Career History

Marco began his career experiencing a quite large range of automotive professional sectors working in Manufacturing, R&D and Sales and Marketing, before focusing into Product Planning and Product Marketing within various manufacturing industries and in different European countries. When Marco joined Nissan Europe, he supported the launch of the second generation of Qashqai and current X-Trail as well as securing the facelift of Qashqai that was launched into the market in 2016. He then moved three years in Yokohama, Japan, to assume the role of General Manager in Global Product Marketing at Nissan Global Headquarter. During his time, Marco oversaw the entire Nissan line-up over 160 countries.

Recent Achievements

Marco has been an active member of the Nissan Global Marketing and Sales team, conceiving, implementing and deploying the "Nissan Intelligent Mobility" brand strategy across all markets.

Personal Memory

When Nissan launched the second generation Qashqai in London in 2013, Marco took the stage to introduce the vehicle to some of the key markets. Marco recalls: "We knew we had developed a great product and we were quite confident about it, but I personally fully felt it when one of the European dealer approached me after the event, hugged me and thanked me for the car, almost crying with happiness. It is only at that moment that I fully understood how strong the impact of our job on our partners and our customers 'life is.'"

Why is Nissan Different?

“I had the chance to work for different automotive manufacturers and I have come to realise that Nissan is simply unique. Few companies in the world can display such a cultural diversity coupled with an exceptional readiness to change. In Nissan you don’t need to be a high ranked executive to propose a strategy: if you have a point and you are willing to defend it, anyone can actively contribute to the success of the company”

Education

- Sum Cum Laude in Mechanical engineering, Sapienza Università di Roma

In Marco’s Personal Time

Marco loves spending his personal time with his wife and two children, playing guitar in a band with friends, reading books in foreign languages and listen to a large variety of music from jazz to rock.

Marco’s Current Car

Nissan X-trail

Marco’s First Car

Fiat Cinquecento