

Nissan Biography

FRANÇOIS BAILLY

Senior Vice President, Region Chief Planning Officer

François Bailly will serve as SVP and Chief Planning Officer for the AMIEO region. He will be in charge of all planning activities in the region: Corporate Planning, Market Intelligence, Product Planning and Programs.

Mr. Bailly first joined Nissan North America in 2004 in its Smyrna, Tennessee assembly plant. He has worked over the past 16 years in various management roles in Manufacturing, Finance, and Vehicle Program management, splitting his time equally between Nissan North America and Nissan Motor Co. Ltd. in Japan.

In 2015, Mr. Bailly was appointed Global Program Director for Frame vehicles to lead the product development of the Nissan Navara and Frontier pickups, the Nissan Terra frame SUV. In April 2019, he was promoted to Nissan Motor Co. Ltd.'s vice president in charge of its Light Commercial Vehicles (LCV) Business Unit. In this role, he oversaw all aspects of the LCV business, which includes Nissan's pickups, frame SUVs, vans and light-duty trucks.

Mr. Bailly began his career in 1998 in a variety of engineering roles before joining Nissan. He holds a French engineering degree and a MSc and MBA from the USA.