

RICHARD HUSKEY



Specialist The Nissan Corporation

The Nissan Corporation is a multinational automotive company that manufactures Nissan and Infiniti cars, trucks, and commercial vehicles. The Nissan Corporation is partially owned by Renault, thus an extensive partnership exists between the two companies (Japanese and French). Exposure to diverse cultures is an everyday experience for most employees. With headquarters in Japan, the USA, France, and regional offices scattered across the globe, opportunities exist in a vast variety of locations.

Working in this industry is as exciting as it is challenging. Aside from a home, personal vehicles are the second most expensive purchase people make. Choosing a vehicle requires significant investment, financially and personally. A good vehicle is not only durable, but also one that meets a vast number of needs—emotional and functional. Our responsibility is to offer products that meet and exceed these needs. It is a challenging task, but one I greatly enjoy.

What makes Nissan a great place to work?

I am privileged to work in an organization that encourages exposure and collaboration. On any given day, I might have a phone or videoconference with counterparts in Michigan, Nashville, and Japan. I am constantly exposed to new and diverse ways of thinking. I have grown my ability to work across culture and language barriers. Moreover, responsibility is delegated across all employee levels. Even as a new hire, I was assigned meaningful and purposeful work. Not only does my job have meaning but also directly affects the products I

work on. In addition, I work with some of the brightest and most intelligent people I have ever met. My coworkers and counterparts challenge and inspire me - growing my abilities.

Lastly, Nissan employees work virtually at least two days a week. Plus there are plenty of travel opportunities.

How are you using what you learned in the marketing curriculum?

My job requires strong market analysis skills. Specifically, my department identifies current and future trends, spots opportunity spaces, and plans the strategic future of product offerings. With a heavy focus on product development and design, we employ several techniques covered in the marketing curriculum including: secondary research, quantitative surveys, ethnographies, online panels, focus groups, immersions, and custom research tailored to individual products. My education at Cal Poly helped lay the groundwork for my current career.