

Automotive Marketing Careers



Name: Federico Rosasco

Current Job: Marketing Planning Section Manager

Company: Nissan Motor GB



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What first attracted you to working in the automotive industry?

Cars have always been a passion of mine, so working for an automotive company always felt like a natural path. I started with the FIAT and Alfa Romeo brands, and I was very proud to be part of one of the most important companies of my home country.

What was your first job in the automotive industry?

I started as a Finance Manager, as finance is my background. Coming from a different industry (auditing and music), this was a very new experience for me. I really enjoyed being in the sector. After a few years, I was curious to explore other aspects of the business and I became more interested in product marketing. That led me to my first product manager role. Since then, I have also worked in Marketing Communications and I am now in Marketing Planning.

What do you most enjoy about your current job and working in the automotive industry?

My current role at Nissan allows me to look at all functions of our business. I have the opportunity to work closely with product marketing, marketing communications, sales, finance, supply planning and distribution. I learn a lot on a daily basis by working with a very varied and highly skilled group of talented individuals, who all bring their expertise and strategic skills to the business.

What has been most useful to you in helping you progress your career?

Resilience is definitely key. There are often setbacks but it pays off to have a winning mindset and a solutions focused mentality. Also, having built a broad set of skills through my experience with finance, product marketing and communications is very helpful to get a good understanding of the business. Lastly, while technical skills are very important in automotive, what I find really invaluable is people skills: empathetic leadership, trust and open communication with colleagues.

What advice would you give to someone who wants to pursue a marketing career in the automotive industry?

It's a very competitive, high pressure environment but equally very rewarding if you like cars and enjoy challenges. If that is you, don't think twice, it is a great industry to work in.



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Federico Rosasco, Marketing Planning Section Manager - Nissan Motor GB