



Pedro Deanda: Chief Product Specialist, Nissan TERRA

Pedro Deanda is the Chief Product Specialist for frame-based SUVs and Pickups, including Nissan TERRA. Prior to his appointment, Mr. Deanda was the Chief Product Specialist for 1-TON Pickup (NAVARA) in 2016 and for all Nissan LCV models the following year.

With a career of more than 10 years in Nissan as an industrial engineer, Mr. Deanda has been actively involved in numerous planning projects which includes strategic planning at Grupo Modelo global headquarters that is now part of SAM Miller – AB INBEV.

Having spent 7.5 years in Mexico and 2.5 in Japan, Mr. Deanda has held several key positions in Mexico, US and Latin America. As one of the prominent figures of Nissan, he has assisted in Advanced Planning for Mexico and Cross Carline for North America. He was eventually appointed as Head of Product Planning in Mexico and Latin America after working as the Regional Product Manager for the same region.

Mr. Deanda graduated from Tecnológico de Monterrey with a degree in Industrial Systems.