

Junichi Endo, WG93, has been in the automotive industries for more than 30 years and is well-versed in the total management of upstream to downstream automobile industry. His upstream planning includes management of product planning, engineering, purchasing, and manufacturing. In addition he oversees marketing & sales, aftersales parts and accessories as well as customer services.

He is currently President and CEO of NMKV, a fifty-fifty joint venture between Nissan and Mitsubishi Motors to plan and develop mini cars in Japan. He also serves on the Asian Executive Board of the Wharton School.

Prior to establishing NMKV, from 2007 to 2011, he was the Senior Vice President in charge of Global Marketing and Sales, Global Aftersales, as well as Global Conversion and Accessory at Nissan Motor Co., Ltd. in Yokohama, Japan. He also served on the Executive Committee in Nissan as the youngest Japanese member.

His 34-year career at Nissan group began in 1984 after graduating from the Faculty of Liberal Arts and Sciences at Yokohama City University. In 1993, he earned his MBA degree at the Wharton School of the University of Pennsylvania. From 2001 to 2002, he led three Cross Functional Teams of business development as a pilot. In 2003 he became the General Manager of the Strategic Marketing Department, Fleet Business Division, and later that year was promoted to President of Autech Japan, Inc. Two years later, he was named the Senior Vice President in charge of the Global Aftersales Division, Aftersales Division (Japan) and General overseas market Aftersales Division of Nissan.

On the academic side in 2013, he introduced Nissan to the Wharton Global Modular Course (GMC), in which he wrote "Discussion paper on Nissan's Global Supply Chain Management" to highlight the roles of mother plants and the global production engineering center. In 2015, 2017, and 2018, he orchestrated and instructed the Wharton GMC's course, as a lecturer in which he taught: "Global Supply Chain Management in Japan" and "Sustaining National Competitiveness by Leveraging Capabilities: Japan's Approach, Progress, and Future Challenges".

In 2016, he was appointed as a Senior Fellow of the Wharton School's Mack Institute for Innovation Management. He spoke several times on Renault-Nissan alliance at the classes of Wharton's Managing Interfirm Alliances course. Additionally in Tokyo, he presented at Nomura-Wharton Corporate Finance Program for value creation by Nomura School of Advanced management in 2017 and 2018. He also served as a keynote speaker at Wharton Asia Business Conference in 2016.