**Robert Lawrence Wilson**

**Diversity & Customer Experience Leadership Speaker and Consultant**

Robert Lawrence Wilson is a Nashville, TN based consultant, trainer and speaker with expertise in diversity management, multicultural marketing, customer experience strategy, and leadership development. He specializes in "soup to nuts" diversity strategy development including diversity training development and deployment at medium to large organizations and customer experience strategy and execution in retail environments.

Prior to his consulting practice, Robert served in executive roles at Nissan North America, including Nissan's first director of Diversity and Inclusion and Nissan's director of Customer Experience. As director of diversity and inclusion, Robert developed and led Nissan's diversity practice, spanning Nissan's operations in North and South America. He also held responsibility for Nissan's multicultural marketing strategy resulting in significant market share gains in key ethnic markets. Under his leadership Nissan received Diversity Inc.'s recognition as one of their top 25 noteworthy companies for diversity and inclusion in 2014 and 2015. In his customer experience leadership role, Robert led the development and execution of Nissan's customer experience business plan and held responsibility for customer experience at all of Nissan's nearly 1200 US dealerships. In addition to his executive roles, Robert has held leadership positions in manufacturing, quality, and engineering at three fortune 100 corporations. Highly regarded for his leadership, strategic thinking, and change management expertise, he is also known for his high level of community engagement serving on the leadership boards of three education focused non-profit organizations promoting greater access to quality education and STEM careers for the nation's most at-risk student population.

Robert holds a bachelor’s degree in mechanical engineering from the University of Michigan, Ann Arbor as well as well as a master’s degree in business administration from Duke University.

