



THE LEADER

Nissan: Starting over led to new success

Continued from Page 9

things. But we do have some features typical of the Japanese company: all issues are thoroughly worked through and there's no rigid domination here. If a decision has to be made, then everyone takes part in discussions. All the opinions are taken into account and

EXECUTIVE FOCUS

worked through. Once the decision is made, it gets implemented quickly without being held up by red tape and delays.

RJ: Would you say this approach is something alien to the Russian mentality?

YS: I don't have any problems with it. These are perfectly normal and rational demands. Perhaps at the very beginning it seemed to me that it took too long to make decisions, but now I feel totally comfortable working this way.

RJ: Did your study in the United States change you? Did it give you much professional experience?

YS: I'm very glad to have had the chance to work and study there. Their education system is completely different from ours. Here we have to study a lot of subjects at once, and there's a lot of control over students, while they study a maximum of three subjects per semester. Although they don't have to go to university every day, there's a huge amount of independent work to do, and various tests keep them working throughout the semester. People there pay a lot of money for their

education because they see it as a good foundation for their future.

Since English is a foreign language for me, it was very difficult in the beginning. I had to get through a huge amount of material, and the only way I could do this was through being independent and putting in a lot of stubborn hard work. I think that this is what characterizes the American higher education system. My studies in Illinois gave me a great deal in terms of academic and professional knowledge and just general knowledge of life. I think you can only really make this kind of leap by entering a completely new environment.

RJ: But why did you feel the need to uproot everything and go to Illinois when you already had a Ph.D.?

YS: It wasn't an easy decision. I came to it because I realized that business education was what I lacked. I already had two children by then, and the trip meant big changes not just for me, but also for my whole family. I was always a technical person, someone who worked with metal and formulae, but when I began working at Nissan I found myself dealing with new areas like marketing, advertising and PR. This was what made me decide to get a normal basic business education.

RJ: Has your career been a smooth ride, or have you had ups and downs on the way?

YS: I've had ups and downs. I've risen rapidly and then left my job for a new but not so high-up post, and then have risen again, only to enter a dead end and then leave again. All of



YURY SAMOILENKO

this has been in the automotive sector. But these down moments, if you could call them that, I planned them myself. I wanted to work in new areas, and I deliberately accepted a drop in status because I was sure I'd quickly make my way up again.

RJ: What would you call your greatest achievements?

YS: I've had many achievements. For example, when I got my Ph.D.

degree at age 25, or when I became research institute laboratory head at 26. Previously, you had to be around 40 to get such a post. I was perhaps the youngest laboratory head in the country at that time. At one time, I was even nominated for a state prize. There were a whole series of bright moments like that. In general, my life is divided into two periods. The first was the soviet period, which was

dedicated to science, research and testing in the automotive area, and the second period, the Russian period, has been about working in business, and also my time studying and working in the United States. I also see it as an achievement that I'm a Russian and in charge of a Japanese company's office. As far as I know, I'm the only Russian to head a foreign automotive manufacturer's office here.

RJ: How do you see Nissan's future, and the future of the Russian automobile market in general?

YS: I think that both have good prospects. The market here is huge, there's great potential and people's financial situation is improving. Now various credit schemes are developing. People here are buying more and more foreign cars. The market is growing, and it's growing fast too. Nissan always strives to keep ahead of the market trends, and we're among the leading automobile manufacturers here in recent years.

RJ: What kind of car do you and your family drive?

YS: Nissans of course. I've driven various models. For a long time I drove several Terranos, then there was the new Primera and the Maxima QX. Now I drive the new 4.8-liter engine Patrol GR, which is our flagship model. All our employees drive various Nissans. I think it's important that they know the product they're selling. I can certainly recommend Patrol GR to everyone as well as X-Trail, which my wife drives. My wife is very happy with it, she feels comfortable, safe and confident in this car. ■

Лучшая работа в Москве!
Вас это интересует?

ПОПУЛЯРНАЯ ЕЖЕНЕДЕЛЬНАЯ ГАЗЕТА

LifeStyle

ищет РЕДАКТОРА для нового приложения на русском языке.

Требования к кандидатам:

- Опыт работы в печатных или интернет изданиях
- Опыт написания статей, редактирования
- Высшее образование
- Хорошие компьютерные навыки
- Знание английского приветствуется

Если Вы обладаете всеми качествами, то у Вас есть шанс присоединиться к нашему дружному коллективу

Присылайте резюме по e-mail: polinap@russjajournal.com

Is your company looking for young dynamic people with 0-5 years of job experience ?

The **IDEAL** solution FOR YOUR recruitment policy IS

XI International Forum **Career**

ORGANIZERS: Moscow Student Center and International Association (IAESTE) in co-operation with: Ministry of Education of RF, Committee on Education, Committee on Public Relations, Committee on Family and Youth Affairs, Russian League of Industrialists and Entrepreneurs, The Council of Rectors of Moscow Universities, REA n.a. G.Y. Pechenayev

14 - 15 April 2003

State Central Concert Hall "Rossiya"

ALL COMPANIES ARE INVITED TO PARTICIPATE

Contact: 237-8527, 236-4138, 237-8785.

Московская международная высшая школа бизнеса «МИРБИС» (Институт)
15 лет в бизнес-образовании

- Программы высшего экономического образования на базе высшего
- Программа MBA "двойного диплома" совместно с London Metropolitan University (LMU)
- Уникальная британская программа Магистра «Стратегии управления человеческими ресурсами» (MA HRS) - единственная в Москве
- Программы профессиональной переподготовки и повышения квалификации
- Корпоративные программы под заказ компаний, открытые семинары и тренинги
- Бизнес-семинары Японского образовательного центра менеджмента «МИРБИС»
- Языковые курсы и обучение за рубежом
- Кадровый центр «МИРБИС»: трудоустройство и развитие карьеры выпускников

Москва, Стремянный пер., дом 36 (м. «Серпуховская»), Тел. 958 2743/85/91/92
mirbis@online.ru, www.mirbis.ru

Дни открытых дверей:
15, 22, 29 марта
в 11:00