

Darren Cox



Global Head of Brand, Marketing and Sales, NISMO

Darren is one of Nissan's many pioneers. He devised the ground-breaking GT Academy programme and made it a reality in collaboration with Sony Computer Entertainment Europe and has been the driving force behind its success for the last 6 years.

Darren has also spearheaded Nissan's involvement with other innovations such as the outrageous Juke-R and is now supporting the electric Nissan ZEOD RC project for the 'Garage 56' entry at Le Mans in 2014, as well as managing the successful Nissan programmes in international GT and sports car racing. A new Nismo Athlete Global Exchange Programme has seen the GT Academy graduates given a fantastic opportunity to test and race across the world with Nissan.

As NISMO's Global Head of Brand, Marketing and Sales, Darren is also responsible for road cars bearing the NISMO badge, bringing 30 years of motorsport inspired and developed styling and performance to Nissan's wide range of road cars and making this accessible to our customers and enthusiasts.