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Tsuyoshi “Naka” Nakashima

Engineering Director, Infotainment, Telematics & HMI R&D

DENSO International America, Inc.

Tsuyoshi Nakashima is the engineering director of Infotainment, Telematics and Human Machine Interface Research and Development at DENSO International America, Inc., located in Southfield, Michigan.

Nakashima is responsible for localizing engineering capabilities and North American business expansion in Infotainment and Telematics. One of his duties is to promote local research and development projects, which will lead DENSO to joint programs with North American customers.

He joined DENSO in 2007 as a senior manager, where he managed global infotainment system launch management for General Motors Co. During this time, Nakashima developed a new Advanced Engineering Group.

Prior to joining DENSO, Nakashima served 10 years as a program director for global automotive supplier, Magna International. As a business unit leader, he was responsible for multi-national Original Equipment Manufacturer and Cockpit program launch.

In 1983, Nakashima earned a Bachelor of Science in Naval Architecture and Marine Engineering from Hiroshima University in Hiroshima, Japan. He earned his Master of Business Administration from Eastern Michigan University in Ypsilanti, Michigan in 1997.

In 2014, Nakashima served as the SAE Convergence security session organizer.

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