Nigel Harris has been appointed president of Ford Motor Company’s China joint venture, Changan Ford Automobile Corporation, Ltd., effective July 1, 2016. Harris reports to Anning Chen, president & CEO, Ford China. On June 1, 2016, Harris was appointed by Ford’s Board of Directors as a company officer.

In his role, Harris is responsible for leading Changan Ford’s operations which include the manufacturing, marketing, selling and servicing of Ford products, including the Ford Focus, Escort, Mondeo, Taurus, EcoSport Kuga and Edge.

Prior to this, Harris served as managing director and president, Ford India from February 2014. During this time, he was responsible for managing and growing the integrated manufacturing operation of Ford India, leading the charge for product programs to serve customers in India as well as the growing export business, and overseeing the successful implementation of Ford’s expansion plans.

Harris began his Ford career in 1985 in New Zealand, as a fleet sales analyst and has held various positions within marketing and sales across Europe, Africa and the Asia-Pacific. This includes serving in Changan Ford as the general manager for sales from 2007 until 2012. During his time there, he led the team that grew monthly sales volume by nearly 250 percent and was a core member of the team that developed Ford’s growth plan for China. Following his previous role at Changan Ford, Harris led all sales and services operations across Asia Pacific as the vice president Sales & Service, Ford Asia Pacific.

Harris is based at Changan Ford’s headquarters in Chongqing, China.

Born in 1961, Harris is married with two children.