

Biography

Mike Jackson

Director, North American Vehicle Forecasts
CSM Worldwide



Mike Jackson serves as Director, North American Vehicle Forecasts at CSM Worldwide. His responsibilities include sales and production forecasting, industry surveillance, and product planning and vehicle lifecycle analysis. He brings years of automotive experience with an emphasis on strategic planning activities, international marketing and product assessment. He is frequently quoted by leading print, radio and television media on the industry and the light vehicle production environment.

Prior to joining CSM Worldwide, Mike was Lead Marketing Strategist for the North American operations of electrical system supplier Alcoa Fujikura, Ltd. Earlier, he served as Marketing Strategist for Faurecia and also gained international industry experience while working in Germany for two years.

Mike holds a degree in management strategy from Eastern Michigan University as well as an M.B.A. in international marketing from Wayne State University.