Sony:

The company’s sensors have also found their way into Aibo—a wide-eyed robotic puppy that can learn tricks, fetch its bone, and learn to navigate the house. A reboot of Sony’s previous line of robot dogs, the canine companions retail for $3,000.

“The company’s profits have been largely driven by its image sensing technology, which powers the cameras in iPhones, and its gaming division, with its latest PlayStation 4 console selling more than 91 million units since its release. In fiscal year 2017, Sony’s net income grew to $4.43 billion, from $660 million the prior year.

Sony’s profits have been largely driven by its image sensing technology, which powers the cameras in iPhones, and its gaming division, with its latest PlayStation 4 console selling more than 91 million units to date. That forward momentum is key factor for the company as it looks to take a bite out of other markets in connected cars and robotics.

Autonomous Vehicle Work

For example, last year Sony debuted a “safety cocoon” concept for autonomous vehicles. The technology uses a sensor Sony developed to quickly identify obstacles on the road, in parking lots and in night driving conditions.

If two cars were approaching a four-way stop, Fasulo explained, the sensor could detect if the other car was slowing down, and brake accordingly.

“If it calculates (the other car) is not stopping, then it stops your car,” he said.

Taking on Various Roles

With his candor and relaxed demeanor, Fasulo appears to lead Sony Electronics with ease. But it took him several years at the company to learn what it meant to build up talent.

Fasulo was recruited to join Sony in 1984, while he was working for a startup company that was working on the transition to cellular technology. He worked alongside companies like Ma Bell and Motorola before he was recruited to a finance role at Sony. In his time with the company, he’s held 13 roles across finance, operations sales and marketing.

“What worked for me was differentiating myself with my financial background but also taking on different positions,” he said. “Everybody at the table is good, but also taking on different positions,” he said. “It’s really interesting when you admit that, how people rally around you. It was my toughest learning, but it was also my most productive learning. We went on to be one of the top sales teams in the company for four years running.”

Inclusion Efforts

Since becoming the head of Sony’s local division in 2014, Fasulo has turned his eye to building up the company’s recruitment and inclusion efforts. Instead of having individual managers look to fill a role, for example, he brings together a pool of five to six managers interviewing for the position.

“I’m tired of hearing we didn’t have a diverse candidate population,” he said. “This way, you take the bias out. You never take it out fully, but you can manage it best.”

The company also constantly surveys its employees about the work environment, building out activities, affinity groups and leadership development opportunities for employees.

“Sony as a whole, I’m very confident we have a bright future,” Fasulo said. “We’re obsessed with quality, which I don’t think ever goes out of style.”