

**PRESS RELEASE**

**Notice Regarding the Appointment of an Executive Officer and Division Directors at AKKODiS**

**April 10, 2023**

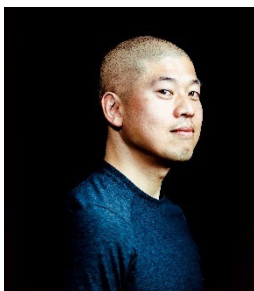
AKKODiS Consulting Ltd. (Headquarters: Minato-ku, Tokyo; President and CEO: Kenichiro Kawasaki; hereinafter “AKKODiS”), a provider of end-to-end consulting services that support the business transformation of organizations and companies, and the Japanese subsidiary of AKKODiS, a global leader in providing solutions that combine digital technologies and engineering in 30 countries worldwide, hereby announces that it has made the following appointments of an executive officer and division directors.

1) Executive officer appointment

Position	Name
Executive Officer, Chief Marketing Officer, and Marketing Division Director	Kazunobu Seto

From April 1, AKKODiS began full-scale business operations as a consulting company to provide end-to-end consulting services that support the innovation of companies and organizations. As part of this transformation into a consulting company, Seto will draw on his past experiences in creating new perspectives, businesses and habits to lead efforts in enhancing marketing activities and propel business operations toward achieving the vision of “making Japan a leading problem-solving country.”

Kazunobu Seto profile



Seto is passionate about creating new perspectives, businesses and habits. Recently, he oversaw the establishment of SONOS JAPAN as its first employee and representative of Japan, contributing to a new music lifestyle. He was also one of the members to found the Japanese branch of Fitbit (now part of Google) and established a new habit of using watches to promote good health. At Microsoft, he oversaw the first tablet PC Surface product to be launched in Japan, which facilitated the spread of a new style of using computers.

2) Division director appointments

Position	Name
Consulting Business Division Director	Shinichi Sakuraya
Consulting Sales Strategy Promotion Division Director	Haruaki Suzuki
Business Planning Division Director	Tadahiro Sato
Academy Division Director	Wataru Tsuchiya
IT Division Director	Takashi Kimura

3) Date of appointment

April 1, 2023

**About AKKODiS Consulting Ltd.**

AKKODiS is a global leader in utilizing the power of connected data to offer solutions that combine digital technologies and engineering in 30 countries worldwide. AKKODiS Consulting Co., Ltd. develops business in Japan with the vision of “transforming Japan into a leading problem-solving country.” The company has over 9,500 consultants in a wide variety of fields including strategy, project management, technology, and academia and provides end-to-end consulting services that support the business innovation of organizations and companies. It keeps pace with and supports organizational transformation by providing the four services of Consulting, Solution, Academy, and Talent, comprehensively ranging from consulting in the field of upstream activities to system development, education, and onsite maintenance and operations.

AKKODiS website: <https://www.akkodis.co.jp/>

<For comments/inquiries about this topic>

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