

March 18, 2025

Notice of Organizational and Personnel Changes

Yamaha Corporation announced the following organizational and personnel changes, effective April 1, 2025.

[Organizational Changes]

1. Musical Instruments & Audio Products Business Unit, Musical Instruments & Audio Products Production Unit, Musical Instruments & Audio Products Sales Unit, and IMC Business Unit will be dissolved and reorganized into Musical Instruments Business Unit and Audio Products Business Unit.
2. Sales Company Management Division, Musical Instruments Production Division, Procurement Division, Production Planning Division, Production Engineering Division and Music Connect Division will be newly established as Core Divisions within Musical Instruments Business Unit.
3. Business Planning Division will be newly established as Core Divisions within Audio Products Business Unit.
Electronic Devices Division will be incorporated into Audio Products Business Unit and renamed Mobility Solutions Division.
4. Yamaha Fine Technologies will be placed directly under the President.
5. Brand Development Unit will be dissolved and reorganized as the Brand Development Division. Corporate Marketing Division will transfer some of its functions to the Music Connect Division and other business units and will be renamed Corporate Branding Division.
6. Corporate Administration Unit will be dissolved and reorganized into Corporate Management Unit and Operations Unit.
Quality Assurance Division will transfer some of its functions to Musical Instruments Business Unit and Audio Products Business Unit, and the company-wide functions of Quality Assurance Division will be incorporated into Operations Unit.
7. Technology Unit will be newly established, incorporating Research & Development Division, Intellectual Property Division, and Design Laboratory.
8. New Business Development Division will be newly established as Core Divisions and placed directly under the President.

[Personnel Changes in Executive Officers] *(Current Responsibilities)

Atsushi Yamaura	President and Representative Executive Officer (President and Representative Executive Officer, Executive General Manager of Brand Development Unit)
Seiichi Yamaguchi	Managing Executive Officer, Executive General Manager of Musical Instruments Business Unit (Managing Executive Officer, Executive General Manager of Musical Instruments & Audio Products Business Unit)

Masato Oshiki Managing Executive Officer, Deputy Executive General Manager of Musical Instruments Business Unit and Deputy Executive General Manager of Audio Products Business Unit (Executive Officer, Executive General Manager of Musical Instruments & Audio Products Sales Unit)

Toshiaki Goto Executive Officer, Deputy Executive General Manager of Musical Instruments Business Unit and Deputy Executive General Manager of Audio Products Business Unit and Senior General Manager of Musical Instruments Production Division in Musical Instruments Business Unit
(Executive Officer, Executive General Manager of Musical Instruments & Audio Products Production Unit)

Taro Tokuhira Executive Officer, Executive General Manager of Operations Unit
(Operating Officer, Deputy Executive General Manager of Corporate Administration Unit)

Nobukazu Toba Executive Officer, Executive General Manager of Audio Products Business Unit
(Operating Officer, Executive General Manager of IMC Business Unit and Senior General Manager of Electronic Devices Division in IMC Business Unit)

Jun Nishimura Executive Officer, Executive General Manager of Corporate Management Unit and Senior General Manager of Corporate Planning Division in Corporate Management Unit
(Operating Officer, Deputy Executive General Manager of Corporate Administration Unit and Senior General Manager of Corporate Planning Division in Corporate Administration Unit)

[Personnel Changes in Operating Officers] *(Current Responsibilities)

Masahiro Ikeda Operating Officer, Executive General Manager of Technology Unit and Senior General Manager of Research & Development Division in Technology Unit
(Operating Officer, Senior General Manager of Research & Development Division)

Masamitsu Kitase Operating Officer, Senior General Manager of New Business Development Division
(Newly appointed)

Keiko Sugiyama Operating Officer, Senior General Manager of Brand Development Division and Senior General Manager of Corporate Communications Division in Brand Development Division
(Senior General Manager of Corporate Communications Division in Brand Development Unit)

Seiji Abe Operating Officer, Senior General Manager of Digital Musical Instruments Division in Musical Instruments Business Unit
(Senior General Manager of Digital Musical Instruments Division in Musical Instruments & Audio Products Business Unit)

[Personnel Changes] *(Current Responsibilities)

Takenori Tadokoro General Manager of Piano Sales Department, Piano Division in Musical Instruments Business Unit
(Group Manager of Concert Piano Promotion Group, Piano Division in Musical Instruments & Audio Products Business Unit)

Satoko Tatsumi President of Yamaha Piano Service
(Seconded to Yamaha Music Japan)

Masazumi Kojima General Manager of Digital Musical Instruments Sales Department, Digital Musical Instruments Division in Musical Instruments Business Unit
(Group Manager of Digital Musical Instruments Marketing & Sales Group, Digital Musical Instruments Division in Musical Instruments & Audio Products Business Unit)

Akihiro Sugishima Deputy General Manager of Digital Musical Instruments Development Department, Digital Musical Instruments Division in Musical Instruments Business Unit
(Group Manager of Product Development Group, Digital Musical Instruments Development Department, Digital Musical Instruments Division in Musical Instruments & Audio Products Business Unit)

Jin Sakamoto Senior General Manager of B&O Division in Musical Instruments Business Unit and General Manager of B&O Sales Department, B&O Division in Musical Instruments Business Unit
(President of Yamaha Music Gulf)

Masaaki Shibazaki General Manager of Guitar Sales Department, Guitar Division in Musical Instruments Business Unit
(President of Yamaha Music Australia)

Makoto Tani	Deputy Senior General Manager of Music Connect Division in Musical Instruments Business Unit (Group Manager of Strategy Planning Group in Music Connect Division)
Jin Katagiri	Deputy Senior General Manager of Music Connect Division in Musical Instruments Business Unit (President of Yamaha Music Malaysia)
Kennei Sakai	Senior General Manager of Sales Company Management Division in Musical Instruments Business Unit (Senior General Manager of Asia-Pacific Sales Division in Musical Instruments & Audio Products Sales Unit)
Kazunari Suzuki	President of Yamaha Music Korea (Vice President of Siam Music Yamaha)
Terry Murphy	President of Yamaha Music Australia (Manager of Sales Planning Group, Asia-Pacific Sales Division in Musical Instruments & Audio Products Sales Division)
Kunihiro Niwa	President of Yamaha Music Gulf (Group Manager of Sales Planning Group, Asia-Pacific Sales Division in Musical Instruments & Audio Products Sales Division)
Yuichi Semba	President of Yamaha Music Malaysia (Manager of Business Process Optimization Group, Administration Department in Musical Instruments & Audio Products Sales Unit)
Nobuhide Ito	Vice President of Siam Music Yamaha (General Manager of Direct Marketing Department in Musical Instruments & Audio Products Sales Unit)
Kazuya Katsuyama	Deputy Senior General Manager of Procurement Division, Musical Instruments Production Division in Musical Instruments Business Unit (Group Manager of Electronics Parts Procurement Group, Global Sourcing & Procurement Department, Procurement Division in Musical Instruments & Audio Products Production Unit)

Jun Ushiyachi Deputy Senior General Manager of Procurement Division, Musical Instruments Production Division in Musical Instruments Business Unit
(General Manager of Domestic Production and Procurement Department, Procurement Division in Musical Instruments & Audio Products Production Unit)

Hisashi Terada President of Shenzhen Yamaha Music & Electronics Trading
(Group Manager of Material Procurement Group, Global Sourcing & Procurement Department, Procurement Division in Musical Instruments & Audio Products Production Unit)

Atsushi Tonouchi Deputy Senior General Manager of Production Planning Division, Musical Instruments Production Division in Musical Instruments Business Unit
(General Manager of Strategic Planning Department, Production Planning Division in Musical Instruments & Audio Products Production Unit)

Takayasu Muramatsu Deputy Senior General Manager of Production Planning Division, Musical Instruments Production Division in Musical Instruments Business Unit
(General Manager of Production Management Department, Production Planning Division in Musical Instruments & Audio Products Production Unit)

Naoto Ikeno Deputy Senior General Manager of Production Engineering Division, Musical Instruments Production Division in Musical Instruments Business Unit
(General Manager of Wood Engineering Department, Production Engineering Division in Musical Instruments & Audio Products Production Unit)

Daisuke Suzuki Deputy Senior General Manager of Production Engineering Division, Musical Instruments Production Division in Musical Instruments Business Unit
(General Manager of Manufacturing Engineering Department, Production Engineering Division in Musical Instruments & Audio Products Production Unit)

Takanao Kazaoka President of Tianjin Yamaha Electronic Musical Instruments
(President of Shenzhen Yamaha Music & Electronics Trading)

Keiichi Tsuchiya President of Yamaha Music Manufacturing Indonesia
(Seconded to Yamaha Music Manufacturing Indonesia)

Yukitsugu Yaguchi General Manager of Administration Department in Audio Products Business Unit
(Seconded to Yamaha Music Foundation)

Junya Suzuki	General Manager of Quality Assurance Department in Audio Products Business Unit (Group Manager of Quality Assurance Group, Electronic Devices Division in IMC Business Unit)
Motome Tanaka	Senior General Manager of Business Planning Division in Audio Products Business Unit (General Manager of Strategic Planning Department in Musical Instruments & Audio Products Business Unit)
Hideyuki Yasugi	General Manager of Strategic Planning Department, Business Planning Division in Audio Products Business Unit (General Manager of CX Promotion Department, Electronic Devices Division in IMC Business Unit)
Hideaki Doi	General Manager of Production Planning & Management Department, Business Planning Division in Audio Products Business Unit (General Manager of Global Sourcing & Procurement Department, Procurement Division in Musical Instruments & Audio Products Production Unit)
Teruhito Ueki	General Manager of Domestic Marketing & Sales Department, Business Planning Division in Audio Products Business Unit (Group Manager of Sales Group, Domestic Marketing & Sales Department, Professional Solutions Division in Musical Instruments & Audio Products Business Unit)
Takatsuna Maeda	Senior General Manager of Creator & Consumer Audio Division in Audio Products Business Unit (Seconded to Yamaha Music & Electronics (China))
Taku Nishikori	General Manager of Global Marketing & Sales Department, Creator & Consumer Audio Division in Audio Products Business Unit (Group Manager of Strategy Group, Strategic Planning Department in Musical Instruments & Audio Products Business Unit)
Naoki Nishikawa	General Manager of CE Business Strategy Department, Creator & Consumer Audio Division in Audio Products Business Unit (Manager of Core Technology Development Division in Musical Instruments & Audio Products Business Unit)

Yoshinori Yamamoto General Manager of Network Business Promotion Office, Professional Solutions Division in Audio Products Business Unit
(General Manager of Audio Products Quality Assurance Department in Musical Instruments & Audio Products Business Unit)

Keigo Hatano General Manager of Global Marketing & Sales Department, Professional Solutions Division in Audio Products Business Unit
(Group Manager of Sales Group, Global Marketing & Sales Department, Professional Solutions Division in Musical Instruments & Audio Products Business Unit)

Yoshiyuki Tsugawa President of Yamaha Sound Systems
(Senior General Manager of Creator & Consumer Audio Division in Musical Instruments & Audio Products Business Unit)

Wataru Ogino Senior General Manager of Mobility Solutions Division in Audio Products Business Unit
(General Manager of Sales Department, Electronic Devices Division in IMC Business Unit)

Nansu Sakaguchi General Manager of Sales Department, Mobility Solutions Division in Audio Products Business Unit
(Group Manager of Sales Group, Sales Department, Electronic Devices Division in IMC Business Unit)

Yasuo Nitta General Manager of Development Department 1, Mobility Solutions Division in Audio Products Business Unit
(Group Manager of Speaker Development Group, Technology Department, Electronic Devices Division in IMC Business Unit)

Wahei Mori General Manager of Development Department 2, Mobility Solutions Division in Audio Products Business Unit
(Group Manager of System Development Group, Technology Department, Electronic Devices Division in IMC Business Unit)

Yusuke Sugino President and CEO of Yamaha Music Innovations
(Seconded to Yamaha Corporation of America)

Hiraku Okumura General Manager of R&D Planning Department, Research & Development Division
in Technology Unit
(Group Manager of R&D Planning Group in Research & Development Division)

Takashi Mori Deputy General Manager of Advanced Technology Research Department, Research
& Development Division in Technology Unit
(Group Manager of Value Exploration Group, Advanced Technology Research
Department in Research & Development Division)

Mitsumi Inoue Senior General Manager of Legal Division in Corporate Management Unit
(Group Manager of Legal Group, Legal Division in Corporate Administration Unit)

Gou Usui Senior General Manager of Quality Assurance Division in Operations Unit
(Group Manager of Global Quality Strategy Group in Quality Assurance Division)

For further information, please contact:

Yamaha Corporation

Corporate Communications Division, Media Relations Group

Contact form: https://inquiry.yamaha.com/contact/?act=55&lcl=en_WW