

Official Conference

DAY0

DAY1

DAY2

10/21[Wed.]

10/22[Thu.]

10/23[Fri.]

•

Keynote

Official Conference

English translation is available for all keynotes and official panel sessions.
🎧 : Sessions conducted in English.

Accessible Pass

Full Conference PASS

One Day PASS (10/22)

One Day PASS (10/23)

Visitor PASS

09:00 - 09:10

Opening Remarks #1

Opening Remarks



Yuko Furuichi

Comexposium Japan
President and CEO



09:10 - 09:50

Keynote #1

🎧 Grand Ball Room

Growth Rebel — Companies don't create the future. People do. >

In this powerful opening keynote, Thomas Barta tells the stories of individua...



Thomas Barta

Marketing Leadership Institute
CEO



10:00 - 10:40

Keynote #2

Customer Creation Today 2026 >

As media and audiences become increasingly diverse, AI is accelerating commod...



Marketing For Growth

powered by dentsu Japan



Ousuke Fukada

DENTSU INC.
Managing Executive Officer
(Marketing)





Yusuke Nakagawa

ASOBISYSTEM Co., Ltd.
Founder & CEO



10:50 - 11:30

Keynote #3

🎧

Beyond Efficiency: How Google is Driving AI-Powered Marketing Transformation >

With the rapid evolution of AI, its application in marketing is shifting dram...



Google



Kevin Murakami

Google
Global Marketing Director, AI Center
of Acceleration





Tomoe Morishima

Google
Senior Director, Platform & Devices
Marketing



11:40 - 12:20

Keynote #4

🎧

The Future of Discovery: How AI Is Changing How Consumers Choose >

Consumers are increasingly turning to AI assistants to research products, com...



CRITEO



Michael Kominski

Criteo
Chief Executive Officer



1

Brand&Marketing

Constructing the Desired Brand Image out of the Analysis of the Changing Consumers and Business Environments

BM-1

Balancing Consistency and Change in Brand Strategy >

For a brand to remain loved over time, it must preserve what makes it distinct...

Moderator



Media&Content

Envisioning the Ideal Media and its New Relationship with Content, Designing Communication that Captures the Hearts of Consumers

MC-1

Media Strategy Without Mass >

The disappearance of "mass appeal" is an issue that upends the very foundation...

Moderator



Data,Technology&AI

Reimagining decision-making, operations, and customer engagement through data and AI to drive business growth and expand experience value

DT-1

The Hidden Cost of Automation >

AI was supposed to reduce our workload. But once we actually put it to work, ...

Moderator



CX & Design

Exploring how to design customer experiences, emotions, and relationships across fragmented touchpoints to create meaningful value

CD-1

Brand Purpose in Action: How Far Should Companies Go? >

This session is designed for executives and managers at companies struggling ...

Moderator



Japan&International

Focusing on the Japanese Market, Consumer Insights, Corporate Marketing, and Branding, as well as Discussing Internationally Notable Topics

JI-1

Entertainment as a Gateway to Global Markets >

In recent years, Japan's entertainment industry has emerged as one of the cou...

Moderator



BM-2

Turning Empathy into Revenue >

Empathy is widely celebrated as a vital force in building strong brands, yet ...

Moderator



MC-2

The New Frontier of Influencer-Led Advertising >

Influencer Content Has More Than One Outlet Running an influencer's post as ...

Moderator



DT-2

AIQ: Optimizing for the Age of AI >

What is the value of corporate content in the AI era? Shifts in search behavi...

Moderator



CD-2

How Data Drives Better Experiences and Business Growth — Building Trust Through Customer Data >

"Will the effective use of customer data change in the AI era?" "We've collec...

Moderator



JI-2

Why Japan, Why Now? Understanding Its Global Appeal >

What does it really mean to be "chosen" by the world? What rules and what gam...

Moderator



Dated 16th Oct 2026

15:40 -
16:30

BM-3

How Storytelling Strengthens Brands — Connecting Fragmented Customer Touchpoints >

As the number of touchpoints connecting consumers and brands continues to gro...

Moderator



Nobuhiro Nagasaki
KODANSHA LTD.
Rights/Media Business Division, Deputy Executive Director



Takayoshi Sotani
Mizuho Financial Group
GM, Corporate Culture Office / Corporate Brand Director



Hiroki Koyama
MEG MILK SNOW BRAND Co., Ltd.
Dairy Foods Marketing Department, Cheese division, Manager



Ryo Wagatsuma
ASAHI BREWERIES, LTD.
Beer Marketing Department / Section Manager

MC-3

From Advertising Expense to Business Investment — Unlocking the Value of Sports Beyond Media Exposure — >

Is sports sponsorship truly driving corporate growth? Relying solely on logo ...

Moderator



Riku Yamada
AbemaTV, Inc. Head of Business Development Department
CyberAgent, Inc. Managing Executive Officer



Yoshihide Naruo
JTB Corp.
Senior Manager



Hisanori Ezawa
Suntory Sports Limited
General Manager Sports Business Department



Arata Fukuda
adidas Japan K.K.
Director, Brand Communications Brand/Media

DT-3

Agentic AI: Reshaping Marketing from Planning to Purchase >

How is agentic AI reshaping marketing when it can now handle planning, execut...

Moderator



Yoshiaki Fujihara
300Bridge Co., Ltd., CEO



Futoshi Nakagawa
SoftBank Corp.
Deputy Director, AX Solution Division Enterprise Unit



Satoshi Tanaka
3M Japan Co., Ltd.
Manager, Global Marketing & Sales Service



Keigo Kubota
Recruit Co., Ltd.
Director, Dining Marketing Department, Marketing Office

CD-3

Designing Unified Customer Experiences Across Channels >

Customer touchpoints have multiplied. But have they actually led to a consist...

Moderator



George Moro
HAKUHODO PRODUCT'S INC. Senior Corporate Officer Member of the Board
HAKUHODO INC. General Manager Customer Experience Activation Division Executive Creative Director



Ryosuke Satake
Levi Strauss Japan K.K.
Department: Direct-to-Consumer (DTC) E-Commerce Job Title: E-Commerce Manager



Moyuru Kudo
Nissan Motor Co., Ltd.
Japan Sales Strategy / DX Dept.



Ayako Hirayama
MERY, Inc.
Director & CCO / Editor-in-Chief, MERY / Director, MERY Gen Z Research Institute

JI-3

Winning Globally: Balancing Localization and Brand Identity >

How much should a brand standardize to stay true to itself—and where should i...

Moderator



Ikuko Ota
Accenture Song
Managing Director



Takeshi Nishimura
Yamaha Motor Co., Ltd.
Product Strategy Division, Marketing Section



Kazunori Tsushima
Hitachi, Ltd.
Deputy General Manager of Global Brand Communication Division, and General Manager of Global Strategy Department



Naoe Hirooka
Unicharm Corporation
Deputy General Manager, Global Marketing Communication Division LoveYourPossibilities PR Department — Department Manager

16:45 -
17:35

BM-4

Discovering and Creating New Markets >

In a rapidly changing market environment marked by diversifying needs, it has...

Moderator



Saori Kiryu
Vector Group
Executive Vice President



Michiko Kitahara
MICH Inc.
CEO



Takumi Otsuki
Suntory Beverage & Food Limited
Brand Marketing Department CSD Marketing Leader



Norihide Ide
BOURBON CORPORATION
Managing Director and Executive Officer Development & Exploration Headquarters International Corporate Planning Management

MC-4

Monetizing Fandom: Turning Communities into Revenue >

Communities and fandom matter—but do you ever find yourself wondering, or bei...

Moderator



Hideki Ojima
Association for Promotion of Community Marketing
Representative Director



Hiroki Matsumoto
Ajinomoto Co., Inc.
Marketing Design Center, Communication Design Department, Customer Success Group — Group Manager



Mitsuyoshi Tabako
CAINZ CORPORATION
General Manager, Community Platform Department, Omoshiro Business Division



Tatsuya Takayama
Kurashicom Co., Ltd.
Business Development Division, Executive Officer

DT-4

Personalization vs. Delight: Finding the Balance >

While algorithm-driven optimization provides an efficient experience, it also...

Moderator



Yusuke Aizawa
CyberAgent, Inc.
DX Direct Business Center General manager



Taito Ishizuka
LIFULL Co., Ltd.
HR Solution Development



Takaaki Hasegawa
FANCL CORPORATION
Information Technology Division, Information Systems Department Manager



Akane Endo
GIXO Ltd.
Manager, New Business Development Office and BE Division

CD-4

Designing Experiences That Build Lasting Relationships >

As my interactions with AI have increased recently, I often find myself wonde...

Moderator



Junko Maeda
DENTSU INC.
Executive Creative Director, Marketing Division 6



Chihiro Tokai
CoWORK Law Office
Founding Partner



Ikuko Mukai
Ajinomoto Co., Inc.
Communication Design Department / General Manager



Manato Ito
SEGA XD CO., LTD.
President & CEO

JI-4

Beyond Tourism: Turning Visits into Lasting Relationships >

The relationship with international visitors does not end when they purchase ...

Moderator



Yusei Hitokoto
CyberAgent, Inc.
Internet Ad Agency / Business Manager



Tetsuya Kubo
NAKED, INC.
Executive Officer, Head of Produce Department



Kazuko Kosaka
MIKI SHOKO Co., Ltd.
Marketing Department Senior Director



Kensaku Hamada
istyle Inc.
Senior executive officer and CSO

Accessible Pass

Full Conference PASS

One Day PASS (10/22)

18:00 -
20:00

Networking Party #1 Grand Ball Room

Networking Party (17:30 Door Open)

RTBHOUSE =

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09:30 -
09:50

Morning Content #1

Ready for What's Next: The Human Side of Reinvention >

AI is changing how consumers discover brands, how marketers work, and where b...



Jennifer Willey
Wet Cement
Founder and CEO

10:00 -
10:40

Keynote #5

How New Value Is Created: Insights from the Marketers of the Year 2026 Winner & Juries >

Now in its 9th year, the Marketers of the Year presented by Nikkei xTREND hon...



Tatsuro Kobayashi
Kao Corporation
Brand Director



Manaka Suzuki
Kao Corporation
Brand Creative 2 Creative/
Creative Director



Akie Iriyama
Waseda Business School (Graduate
School of Business and Finance)
professor



Daisuke Otobe
Coup Marketing Company Inc.
CEO



Koji Kage
Office Kage Koji Corporation
Representative



Tomonobu Tominaga
OFFICE Shimofuri LLC
Representative,
Preferred Networks, inc. Executive
Advisor



Michiko Kitahara
MICHl inc.
CEO



Yuusuke Nakamura
Nikkei Business Publications, Inc.
Editor-in-Chief, Nikkei x TREND

10:50 -
11:30

Keynote #6

From Inspiration to Purchase: Mastering AI-Powered Visual Search & Shopping >

As shopping journeys blur across search, consideration and conversion, brands...



Lee Brown
Pinterest, Inc.
Chief Business Officer



Kei Narita
Pinterest Japan G.K.
Managing Director, Japan



Mitsuru Gosha
KDDI CORPORATION
Media Planning Section / Group
Leader

11:40 -
12:20

Keynote #7

Driving Sustainable Growth: What to Change, What to Preserve — Leadership Decisions and Value Creation in the Age of AI >

As markets evolve, consumer expectations shift, and technologies such as AI a...



Motoi Shimakawa
Nestlé Japan Ltd.
Representative Director, President &
CEO



Hitomi Iba
IBA Company Ltd.
President

Brand&Marketing

Constructing the Desired Brand Image out of the Analysis of the Changing Consumers and Business Environments

BM-5

What Makes a Brand "Chosen" by AI >

As AI becomes increasingly involved in search, discovery, and purchasing deci...

Moderator



Yoshihisa Suzuki
dentsu Japan
Growth Officer



Naohiro Togawa
The Breakthrough Company GO
Executive Creative Director



Akiko Takeda
LY Corp.
Marketing Service CBU Unit Lead



Akihiro Satomura
Visa Worldwide Japan
Vice President

Media&Content

Envisioning the Ideal Media and its New Relationship with Content, Designing Communication that Captures the Hearts of Consumers

MC-5

Redefining Reach in a Fragmented Media Landscape >

With both media and consumer behavior becoming increasingly fragmented, simpl...

Moderator



Masahiro Nakano
DENTSU INC.
Marketing Division 1
Managing Director



Mitsuru Gosha
KDDI CORPORATION
Media Planning Section /
Group Leader



Yuki Makitani
KIRIN Holdings
Marketing Department



Shunsuke Imaoka
Mercari, Inc.
Manager, Digital
Marketing

Data,Technology & AI

Reimagining decision-making, operations, and customer engagement through data and AI to drive business growth and expand experience value

DT-5

Rethinking KPIs: What to Keep, What to Drop >

Are the KPIs you are tracking truly beneficial to your business? In this sess...

Moderator



Yasuhiro Matsuno
DENTSU INC.
Marketing Division 3



Takashi Amano
DAIKIN INDUSTRIES, LTD.
Corporate
Communication
Department



Makoto Koide
Japan Joint Industry
Committee for Digital
Advertising Quality &
Quality(JICDAQ)
Executive Director
Japan Advertisers
Association(JAA) Visiting
Researcher



Daisuke Tomozawa
Japan Advertisers
Association (JAA)
Special Advisor, Media
Committee

Retail&Commerce

Seeking New Business Opportunities Arising from the Evolution and Expansion of Customer Buying Behavior

RC-1

Retail Media: Where Advertising Meets Commerce >

When real stores, as extensions of customers' reality where they can physical...

Moderator



Tomonobu Tominaga
OFFICE Shimofuri LLC
Representative,
Preferred Networks, Inc.
Executive Advisor



Hirofumi Hamaguchi
DENTSU INC.
Managing Director Retail
Marketing Division



Naohito Nakamura
Mizkan Holdings Co., Ltd.
Corporate officer Division
General Manager Go-to-
Market Strategy Division
& Communications
Division



Satoshi Kimijima
pHmedia
President

People&Organization

Rethinking the role of people and organizations in the AI era, and evolving the structures, skills, and culture that drive marketing forward

PO-1

Who Will Marketers Become in the Age of AI? — From Creators to Decision-Makers Who Drive Action >

AI analyzes. AI plans. AI writes copy. AI even creates the creative. So what,...

Moderator



Yasuhito Tanaka
en inc
Senior Executive Officer



Tomoharu Senda
DENTSU INC.
Marketing Division 1



Natsumi Akita
Mizuho Financial Group,
Inc.
Senior Managing
Corporate Executive,
Group Chief Culture
Officer, Group Chief
Branding Officer



Katsuaki Nagumo
FamilyMart Co., Ltd.
Executive Director
(Product Value & MD
Reform)

13:30 -
14:20

BM-6

Detecting Signals: How to Uncover Emerging Customer Needs >

As AI adoption accelerates, the ways consumers discover information and move ...

Moderator



Yuki Ono
LY Corporation
Corporate Officer,
Business Design SBU
Lead, Corporate Business
Domain



Hiroya Suzuki
Minedia, Inc.
CEO



Miki Mori
Yamaha Corporation
Manager, Corporate
Branding Division



Taro Hayashi
Mizkan Holdings Co., Ltd.
Communication
Division, Corporate
Officer

MC-6

IP Strategy: Dependency or Co-Creation? >

"If you partner with a famous IP, your brand will grow"—but does that popular...

Moderator



Hirota Takada
X Corp. Japan K.K.
Global Content
Partnerships | Partner
Manager Anime, Manga &
Music



Masayoshi Okuda
Recruit Co., Ltd.
Director, Automotive
Marketing Department,
Marketing Division



Kenji Takeyama
Shueisha Arts & Digital
Inc. Data Marketing
Department,
Professional Expert
Shueisha Inc. IT Strategy
Planning Department,
Data Marketing Office



Nozomu Imai
JTB Corp.
Brand, Marketing &
Communications Team

DT-6

From Insights to Action: Making Data Work >

Thank you for your hard work every day! - You've conducted analyses, but they...

Moderator



Akitaka Ishida
DENTSU INC.
Senior Consulting
Director and HRM Co-
Director, Data Marketing
Division



Ryosuke Kogure
Shiseido Co., Ltd.
Digital Marketing
Strategy Dept. Vice
President



Tsuyoshi Takashima
Jupiter Shop Channel
Co., Ltd.
Assistant General
Manager, E-commerce
Dept. EC Div.

RC-2

Where Do New Customers Come From? >

With soaring digital marketing CPAs and an increasingly crowded, complex land...

Moderator



Kazuhisa Sase
OPT, Inc.
Sales Professional



Naohiro Horikawa
Rakuten Group, Inc
General Manager of the
Group Strategy Office



Shogo Okazeri
StylingLife Holdings Inc.
PLAZASTYLE COMPANY
Company Executive and
Head of Marketing



Tadashi Nishihara
MOON-X Inc.
Sales/Channel Strategy
Division Senior Vice
President

PO-2

HR × Marketing: Rethinking Talent Strategy >

The field of human resources holds immense untapped potential as a new fronti...

Moderator



Koji Ishii
PERSOL CAREER CO.,
LTD.
Corporate Strategy
Division General Manager



Tatsuya Kaneda
Takamatsu House Co.,
Ltd.
Director, Senior
Managing Executive
Officer Head of Business
Promotion Division



Mayuko Kishida
Panasonic Connect Co.,
Ltd.
Design & Marketing
Division Corporate
Communications
Department IMC Section
2 Manager



Syuichi Namai
Ibaraki Prefectural
Shimotsuna First High
School and Junior High
School
school principal

14:35 -
15:25

15:40 -
16:30

BM-7

Brand Safety in the Age of Outrage >

Online backlash is no longer a distant threat for today's marketers and busin...

Moderator



Daisuke Inoue
KIYO Learning Co., Ltd.
Executive Officer



Keisuke Ezoe
Kao Corporation
Team Leader, Social Media Management Team, Media Marketing Department, Marketing Innovation Center, Kao Corporation



Manami Kawazu
YO-HO Brewing
Brand Promotion Unit Director



Yoshitake Katayama
DAIKIN INDUSTRIES, LTD.
General Manager, Corporate Communications Department

MC-7

Winning in a Zero-Click World >

The Essence of Zero-Click and the Future of Content Strategy AI comes to rea...

Moderator



Hirokazu Kai
Unified Service, Inc.
Marketing



Mayu Daigo
Nikkei Inc.
Producer Product Development & Ad Operations Department Solutions Design Unit, Media & Business Solutions



Yoshiki Tamura
DOCOMO SMTB Net Bank, Inc.
CX Marketing Strategy Dept.



Takeshi Suzuki
New Balance Japan, Inc.
Director of Marketing

DT-7

AI and Creativity: Scaling Without Losing Quality >

In an era where generative AI evolves at breakneck speed, standing still is n...

Moderator



Masaki Nishida
SOLANA.LLC
CEO



Makoto Kawazu
SUMITOMO MITSUI FINANCIAL GROUP
Digital Strategy Dept. Senior Vice President



Yusuke Fujikawa
NISSIN FOODS HOLDINGS CO., LTD.
Head of Creative Strategy



Yoshimi Urushibata
Shiseido Japan Co., Ltd.
DX Division Digital Contents Creation Group

RC-3

Is Agentic Commerce Becoming Reality? >

[Target Audience] Executives and marketers leading EC/commerce and brand stra...

Moderator



Takashi Yoshida
Hakuhodo Inc.
Director, Agentic Commerce Domain, Commerce Consulting Division



Takashi Okutani
Super Normal Inc.
CEO



Tatsuya Nagamori
Shiseido Japan Co., Ltd.
Digital & AI Transformation Strategy Dept., Vice President



Hiroko Tachinami
Microsoft Japan Co., Ltd.
Account Director, Microsoft Advertising

P0-3

In-House or Agency? Finding the Right Balance >

In-house or Partner? — In this session, three marketing leaders from differen...

Moderator



Chikamasa Ninagawa
CyberAgent, Inc.
Senior Executive Officer



Tatsuya Hasebe
TOKYU CORPORATION
Digital Platform URBANHACKS Senior Marketing Producer



Takehisa Eda
Marugame Udon, Inc.
Executive Officer & General Manager of Marketing Division



Takeshi Kato
Yamaha Corporation
Corporate Branding Division, Leader

16:45 -
17:35

BM-8

From Cost to Investment: Rethinking Marketing KPIs >

We call advertising an investment. Yet the moment business results soften, it...

Moderator



Shunsuke Konno
DOCOMO SMTB Net Bank, Inc.
Managing Executive Officer, Head of CX Marketing Strategy Department



Ryosuke Sato
Tokyo Gas Co., Ltd.
Residential Market Strategy Dept. Branding Promotion Sect.



Tatsuya Okamoto
Ajinomoto Co., Inc.
Advisor



Shuichiro Tanida
dip Corporation
Marketing Headquarters Platform Marketing Division batoru Division Department Head

MC-8

Trust in Advertising: Transparency in the Age of Automation >

Trust in digital advertising is rock bottom??? As seen in fraudulent advertis...

Moderator



Yukiko Yamaguchi
Panasonic Connect Co., Ltd.
Senior Vice President, Chief Marketing Officer (CMO) Managing Director, Design and Marketing Division In charge of DEI Promotion and Corporate Culture Transformation



Hideyuki Nagasawa
Quality Media Consortium
Secretary-General



Shingo Ito
NTT EAST
Global Business Office, Asia Business Development, Senior Manager



Ayana Suzuki
Ministry of Internal Affairs and Communications
Information and Communications Bureau Advanced Information Systems and Software Division Assistant Director

DT-8

How Far Can AI Understand Human Emotions? >

How far is AI able to handle the true feelings that lie deep within people—su...

Moderator



Yoshihiro Kozuka
ADK Marketing Solutions Inc.
Experience Creative Department / Creative Director, Creative Technologist



Takahiro Ishiwata
Mercari, Inc.
Marketing Director / AI Marketing Lead



Yuri Egami
X Corp. Japan K.K.
Head of Brand Unit, Creative Strategy



Takahiro Omatsu
Decom, Inc.
CEO

RC-4

From Transactions to Relationships: The Future of Commerce >

Stores, Apps, Payment, Data, AI—Advances in retail technology have greatly e...

Moderator



Ryosuke Ota
DENTSU INC.
General Manager, Retail Marketing Department



Kaori Tanaka
AEON Retail Co., Ltd.
General Manager Retail Media Promotion Dept. Sales Planning & Retail Media Div.



Tomohiro Mashiba
NTT DOCOMO, INC.
General Manager, Marketing Innovation Department, Marketing Solutions Headquarters



Ayako Ando
PARCO CO., LTD.
General Manager of Customer Strategy

P0-4

How Marketing Organizations Evolve—and What Must Endure in the Age of AI >

Advances in generative AI are rapidly driving the automation and sophisticati...

Moderator



Hiroyuki Takaguchi
Seeds & Strategies Inc.
CEO



Kazuhiro Obara
Catalyst



Atsushi Taya
AGC Inc.
D&I Promotion Department Marketing DX Unit Leader



Satoko Belouad
Ultragenyx Japan K.K.
Associate Director, Marketing

Accessible Pass

Full Conference PASS

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18:00 -
20:00

Networking Party #2 ♡ Billboard Live Tokyo

Networking Party (17:30 Door Open)

CRITEO

Exhibition Stage

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Keynote

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Visitor PASS

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Opening Remarks #1

Opening Remarks



Yuko Furuichi

Comexposium Japan

President and CEO



09:10 - 09:50

Keynote #1

🎧 Grand Ball Room

Growth Rebel — Companies don't create the future. People do. >

In this powerful opening keynote, Thomas Barta tells the stories of individua...



Thomas Barta

Marketing Leadership Institute

CEO



10:00 - 10:40

Keynote #2

Customer Creation Today 2026 >

As media and audiences become increasingly diverse, AI is accelerating commod...



Marketing For Growth

powered by dentsu japan



Ousuke Fukada

DENTSU INC.

Managing Executive Officer (Marketing)





Yusuke Nakagawa

ASOBISYSTEM Co., Ltd.

Founder & CEO



10:50 - 11:30

Keynote #3

🎧

Beyond Efficiency: How Google is Driving AI-Powered Marketing Transformation >

With the rapid evolution of AI, its application in marketing is shifting dram...



Google



Kevin Murakami

Google

Global Marketing Director, AI Center of Acceleration





Tomoe Morishima

Google

Senior Director, Platform & Devices Marketing



11:40 - 12:20

Keynote #4

🎧

The Future of Discovery: How AI Is Changing How Consumers Choose >

Consumers are increasingly turning to AI assistants to research products, com...



CRITEO



Michael Komaskinski

Criteo

Chief Executive Officer



7

Brand&Marketing

Constructing the Desired Brand Image out of the Analysis of the Changing Consumers and Business Environments

BM-1

Balancing Consistency and Change in Brand Strategy >

For a brand to remain loved over time, it must preserve what makes it distinct...

Moderator



Daisuke Otake
Coup Marketing Company Inc.
CEO



Takaya Matsuda
HERALBONY Co., Ltd.
Co-CEO



Kaori Okamura
NH Foods Ltd.
Manager, Marketing Strategy & Innovation Office, Processed Foods Business Division



Junya Seki
Kao Corporation
MegRhythm Brand Manager, Personal Health Business, Health Beauty Care Business

Media&Content

Envisioning the Ideal Media and its New Relationship with Content, Designing Communication that Captures the Hearts of Consumers

MC-1

Media Strategy Without Mass >

The disappearance of "mass appeal" is an issue that upends the very foundation...

Moderator



Wataru Kubotani
DENTSU INC.
Integrated Marketing Consultant, Connection Planning Dept. II, Marketing Division II



Shinjiro Ninagawa
TV Tokyo Corporation
Executive Officer, Marketing Division



Hiroaki Minami
KODANSHA LTD.
Editor in Chief



Takuya Takahashi
Sony Marketing Inc.
Branding Design Office Chief Creative Director & General Manager

Data,Technology & AI

Reimagining decision-making, operations, and customer engagement through data and AI to drive business growth and expand experience value

DT-1

The Hidden Cost of Automation >

AI was supposed to reduce our workload. But once we actually put it to work, ...

Moderator



Tadasuke Shiomi
VP, Marketing, Indeed Japan Co., Ltd.
Senior Vice President (Marketing), Indeed Recruit Partners Co., Ltd.



Kai Otsuki
Kobayashi Pharmaceutical Co. Ltd.
Marketing Strategy Dept. DX Lead



Hiromasa Kida
Sekisui House Innovation & Communication
CMO & CDDO



Saki Minoda
CyberAgent, Inc.
Executive Officer

CX & Design

Exploring how to design customer experiences, emotions, and relationships across fragmented touchpoints to create meaningful value

CD-1

Brand Purpose in Action: How Far Should Companies Go? >

This session is designed for executives and managers at companies struggling ...

Moderator



Mihoko Nishii
DENTSU INC.
Marketing Department 6 Senior Branding Director



Shinya Inoue
SBC Medical Group Inc.
CMO



Sachio Yonebayashi
Kao Corporation
Director, Global Consumer Insights, Marketing Innovation Center



Taizo Meio
KOSÉ Corporation
Executive Officer DECORTÉ Division Director

Japan&International

Focusing on the Japanese Market, Consumer Insights, Corporate Marketing, and Branding, as well as Discussing Internationally Notable Topics

JI-1

Entertainment as a Gateway to Global Markets >

In recent years, Japan's entertainment industry has emerged as one of the cou...

Moderator



Motohiko Tokuriki
note, Inc
note producer / Blogger



Aya Umezu
GEM Partners, Inc
Founder, Managing Director/CEO



Nen Hyo
Toho Co., Ltd.
Production & Development Department



Shuya Yamamoto
Sony Music Entertainment (Japan) Inc.
Echoes Producer

BM-2

Turning Empathy into Revenue >

Empathy is widely celebrated as a vital force in building strong brands, yet ...

Moderator



Etsuko Kazaguchi
JTB Corp.
Executive Officer, Branding, Marketing and Public Relations Chief Marketing Officer



Soma Tanaka
BuySell Technologies Co., Ltd.
Executive Officer, Head of Marketing Division



Kaori Fujisawa
LOTTE CO., LTD.
General Manager Communication Design Department Marketing division



Satoko Matsui
Facebook Japan G.K.
Client Partner

MC-2

The New Frontier of Influencer-Led Advertising >

Influencer Content Has More Than One Outlet Running an influencer's post as ...

Moderator



Kazuto Hakata
CyberAgent, Inc.
General Manager, Creative New Business Division



Shin Nakamura
Casio Computer Co., Ltd.
Sales Headquarters Timepiece Division Brand Marketing Department Promotion Strategy Section



Seiya Yamazaki
Ajinomoto Co., Inc.
Manager, Communication Strategy Group, Communication Design Department



Haruto Oka
HA-LU inc.
CEO

DT-2

AIO: Optimizing for the Age of AI >

What is the value of corporate content in the AI era? Shifts in search behavi...

Moderator



Keitaro Takayanagi
PLAID, Inc.
Director



Hiromi Toda
Panasonic Connect Co., Ltd.
Corporate Communications Public Relations & Branding Senior Manager



Yoichi Aso
AlphaDrive Co., Ltd.
President and CEO / CAXO



Hideaki Tamai
Mizuho Bank, Ltd
Retail&Digital Coordination Department

CD-2

How Data Drives Better Experiences and Business Growth — Building Trust Through Customer Data >

"Will the effective use of customer data change in the AI era?" "We've collec...

Moderator



Go Sugihara
Structure & Signals, Inc.
CEO



Noe Kobayashi
Kewpie Corporation
Head of the Customer Success Office, Digital Transformation Division



Hideki Ishibashi
NTT DOCOMO, INC.
Senior Vice President Head of Marketing Solutions



Eisuke Morita
Ads for Humanity Corporation
Representative Director, President & CEO

JI-2

Why Japan, Why Now? Understanding Its Global Appeal >

What does it really mean to be "chosen" by the world? What rules and what gam...

Moderator



Yutaka Miyakawa
DENTSU INC.
Marketing Division 5, Consultant



Rikiya Okawa
OMRON HEALTHCARE Co., Ltd.
DUPUTY SENIOR GENERAL MANAGER JAPAN BUSINESS HQ



Hayate Usui
KODANSHA LTD.
IP Business Department Director



Yuuri Kogo
Avex Creator Agency Inc.
Co-Representative of MEET YOUR ART

13:30 - 14:20

14:35 - 15:25

15:40 -
16:30

BM-3

How Storytelling Strengthens Brands — Connecting Fragmented Customer Touchpoints >

As the number of touchpoints connecting consumers and brands continues to grow...

Moderator

**Nobuhiro Nagasaki**
KODANSHA LTD.
Rights/Media Business Division, Deputy Executive Director

**Takayoshi Sotani**
Mizuho Financial Group
GM, Corporate Culture Office / Corporate Brand Director

**Hiroki Koyama**
MEG MILK SNOW BRAND Co., Ltd.
Dairy Foods Marketing Department, Cheese division, Manager

**Ryo Wagatsuma**
ASAHI BREWERIES, LTD.
Beer Marketing Department / Section Manager

MC-3

From Advertising Expense to Business Investment — Unlocking the Value of Sports Beyond Media Exposure — >

Is sports sponsorship truly driving corporate growth? Relying solely on logo ...

Moderator

**Riku Yamada**
AbemaTV, Inc. Head of Business Development Department
CyberAgent, Inc. Managing Executive Officer

**Yoshihide Naruo**
JTB Corp.
Senior Manager

**Hisanori Ezawa**
Suntory Sports Limited
General Manager Sports Business Department

**Arata Fukuda**
adidas Japan K.K.
Director, Brand Communications Brand/Media

BT-3

Agentic AI: Reshaping Marketing from Planning to Purchase >

How is agentic AI reshaping marketing when it can now handle planning, execut...

Moderator

**Yoshiaki Fujihara**
300Bridge Co., Ltd., CEO

**Futoshi Nakagawa**
SoftBank Corp.
Deputy Director, AX Solution Division Enterprise Unit

**Satoshi Tanaka**
3M Japan Co., Ltd.
Manager, Global Marketing & Sales Service

**Keigo Kubota**
Recruit Co., Ltd.
Director, Dining Marketing Department, Marketing Office

CD-3

Designing Unified Customer Experiences Across Channels >

Customer touchpoints have multiplied. But have they actually led to a consist...

Moderator

**George Moro**
HAKUHODO PRODUCT'S INC. Senior Corporate Officer Member of the Board
HAKUHODO INC. General Manager Customer Experience Activation Division Executive Creative Director

**Ryosuke Satake**
Levi Strauss Japan K.K.
Department: Direct-to-Consumer (DTC) E-Commerce Job Title: E-Commerce Manager

**Moyuru Kudo**
Nissan Motor Co., Ltd.
Japan Sales Strategy / DX Dept.

**Ayako Hirayama**
MERY, Inc.
Director & CCO / Editor-in-Chief, MERY / Director, MERY Gen Z Research Institute

JI-3

Winning Globally: Balancing Localization and Brand Identity >

How much should a brand standardize to stay true to itself—and where should i...

Moderator

**Ikuko Ota**
Accenture Song
Managing Director

**Takeshi Nishimura**
Yamaha Motor Co., Ltd.
Product Strategy Division, Marketing Section

**Kazunori Tsushima**
Hitachi, Ltd.
Deputy General Manager of Global Brand Communication Division, and General Manager of Global Strategy Department

**Naoe Hirooka**
Unicharm Corporation
Deputy General Manager, Global Marketing Communication Division LovefourPossibilities PR Department — Department Manager

16:45 -
17:35

BM-4

Discovering and Creating New Markets >

In a rapidly changing market environment marked by diversifying needs, it has...

Moderator

**Saori Kiryu**
Vector Group
Executive Vice President

**Michiko Kitahara**
MICHI inc.
CEO

**Takumi Otsuki**
Suntory Beverage & Food Limited
Brand Marketing Department CSD Marketing Leader

**Norihide Ide**
BOURBON CORPORATION
Managing Director and Executive Officer Development & Exploration Headquarters International Corporate Planning Management

MC-4

Monetizing Fandom: Turning Communities into Revenue >

Communities and fandom matter—but do you ever find yourself wondering, or bei...

Moderator

**Hideki Ojima**
Association for Promotion of Community Marketing
Representative Director

**Hiroki Matsumoto**
Ajinomoto Co., Inc.
Marketing Design Center, Communication Design Department, Customer Success Group — Group Manager

**Mitsuyoshi Tabako**
CAINZ CORPORATION
General Manager, Community Platform Department, Omoshiro Business Division

**Tatsuya Takayama**
Kurashicom Co., Ltd.
Business Development Division, Executive Officer

BT-4

Personalization vs. Delight: Finding the Balance >

While algorithm-driven optimization provides an efficient experience, it also...

Moderator

**Yusuke Aizawa**
CyberAgent, Inc.
DX Direct Business Center General manager

**Taito Ishizuka**
LIFULL Co., Ltd.
HR Solution Development

**Takaaki Hasegawa**
FANCL CORPORATION
Information Technology Division, Information Systems Department Manager

**Akane Endo**
GiXo Ltd.
Manager, New Business Development Office and BE Division

CD-4

Designing Experiences That Build Lasting Relationships >

As my interactions with AI have increased recently, I often find myself wonde...

Moderator

**Junko Maeda**
DENTSU INC.
Executive Creative Director, Marketing Division 6

**Chihiro Tokai**
CoWORK Law Office
Founding Partner

**Ikuko Mukai**
Ajinomoto Co., Inc.
Communication Design Department / General Manager

**Manato Ito**
SEGA XD CO., LTD.
President & CEO

JI-4

Beyond Tourism: Turning Visits into Lasting Relationships >

The relationship with international visitors does not end when they purchase ...

Moderator

**Yusei Hitokoto**
CyberAgent, Inc.
Internet Ad Agency / Business Manager

**Tetsuya Kubo**
NAKED, INC.
Executive Officer, Head of Produce Department

**Kazuko Kosaka**
MIKI SHOKO Co., Ltd.
Marketing Department Senior Director

**Kensaku Hamada**
istyle Inc.
Senior executive officer and CSO

Accessible Pass

Full Conference PASS

One Day PASS (10/22)

18:00 -
20:00

Networking Party #1 Grand Ball Room

Networking Party (17:30 Door Open)

RTBHOUSE =

English translation is available for all keynotes and official panel sessions.
🎧 : Sessions conducted in English.

Accessible Pass ◆ Full Conference PASS ◆ One Day PASS (10/22) ◆ One Day PASS (10/23) ◆ Visitor PASS

09:30 -
09:50

Morning Content #1 🎧

Ready for What's Next: The Human Side of Reinvention >

AI is changing how consumers discover brands, how marketers work, and where b...



Jennifer Willey
Wet Cement
Founder and CEO

10:00 -
10:40

Keynote #5

How New Value Is Created: Insights from the Marketers of the Year 2026 Winner & Juries >

Now in its 9th year, the Marketers of the Year presented by Nikkei xTREND hon...



Tatsuro Kobayashi
Kao Corporation
Brand Director



Manaka Suzuki
Kao Corporation
Brand Creative 2 Creative/
Creative Director



Akie Iriyama
Waseda Business School (Graduate
School of Business and Finance)
professor



Daisuke Otobe
Coup Marketing Company Inc.
CEO



Koji Kage
Office Kage Koji Corporation
Representative



Tomonobu Tominaga
OFFICE Shimofuri LLC
Representative,
Preferred Networks, Inc. Executive
Advisor



Michiko Kitahara
MICHl Inc.
CEO



Yuusuke Nakamura
Nikkei Business Publications, Inc.
Editor-in-Chief, Nikkei x TREND

10:50 -
11:30

Keynote #6 🎧

From Inspiration to Purchase: Mastering AI-Powered Visual Search & Shopping >

As shopping journeys blur across search, consideration and conversion, brands...



Lee Brown
Pinterest, Inc.
Chief Business Officer



Kei Narita
Pinterest Japan G.K.
Managing Director, Japan



Mitsuru Gosha
KDDI CORPORATION
Media Planning Section / Group
Leader

11:40 -
12:20

Keynote #7

Driving Sustainable Growth: What to Change, What to Preserve — Leadership Decisions and Value Creation in the Age of AI >

As markets evolve, consumer expectations shift, and technologies such as AI a...



Motoi Shimakawa
Nestlé Japan Ltd.
Representative Director, President &
CEO



Hitomi Iba
IBA Company Ltd.
President