



**Yasuhiro Aoyama**

Director, Senior Managing Executive Officer and CCEO



Apr. 2024	Director, Senior Managing Executive Officer and CCEO (Chief Customer Experience Officer) Oversight of Product Strategy
Jun. 2023	Director and Senior Managing Executive Officer Oversight of Global Sales and Product Strategy; Assistant to the Officer overseeing Cost Innovation
Apr. 2023	Director and Senior Managing Executive Officer Oversight of Global Marketing, Sales, Customer Service, New Business (MaaS) and Product Strategy
Jun. 2022	Director and Senior Managing Executive Officer Oversight of Global Marketing, Sales, Customer Service and New Business (MaaS)
Jun. 2021	Director and Senior Managing Executive Officer Oversight of Global Marketing, Sales and Customer Service
Apr. 2019	Managing Executive Officer In charge of Operations in Europe; Assistant to the Officer overseeing Brand Enhancement; President and CEO, Mazda Motor Europe GmbH
Apr. 2018	Managing Executive Officer Global Sales Coordination; In charge of Brand Enhancement and Global Marketing
Apr. 2017	Managing Executive Officer Global Sales Coordination; In charge of Brand Enhancement, Global Marketing and Customer Service
Apr. 2016	Executive Officer Global Sales Coordination; In charge of Brand Enhancement, Global Marketing and Customer Service
Jan. 2016	Executive Officer Global Sales Coordination; In charge of Global Marketing and Customer Service
Apr. 2014	Executive Officer General Manager, Global Sales & Marketing Div.
Oct. 2011	General Manager, Global Marketing Div.
Oct. 2007	General Manager, Product Planning & Business Strategy Div.
Aug. 2006	General Manager, Product & Business Strategy Planning Dept.
Mar. 2001	Program Manager, Platform & Program Management Office No. 2
Mar. 1988	Joined Mazda Motor Corporation
Born	November 2, 1965

(As of April 1, 2024)