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Kensuke Yoshida
Managing Director, Bridgestone Tire Sales Korea Ltd.

Kensuke Yoshida assumed the role of Managing Director of Bridgestone Tire Sales Korea Ltd. (BSTK) in April 2017. As Managing Director, Yoshida will focus on accelerating BSTK's growth and helping to achieve the Bridgestone China & Asia Pacific's Vision of becoming "The Most Trusted Leading Brand" in the region.

Yoshida joined the company in 1998. In 2011 he was appointed as Managing Director of Bridgestone MEA Marketing Service (Paris, France), concurrently Managing Director of Bridgestone Tire Sales Morocco. In 2014 he was appointed as Middle East & Africa Operations Manager of Bridgestone Corporation (Tokyo, Japan). Most recently, Yoshida served as Sales Director of Bridgestone Middle East & Africa Free Zone Establishment (FZE) from 2015 to 2017.

Under Yoshida's leadership, Bridgestone Tire Sales Korea Ltd. has strengthened its operational efficiency and internal governance while implementing new business strategies in each segment of the market. His goal is to achieve operational excellence and business growth in the Korean market.

Yoshida brings a proven track record of driving business achievement in diverse environments.

Yoshida received his bachelor's degree in Law from Sophia University.

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