



BRIDGESTONE ASIA PACIFIC PTE. LTD.  
Co. Reg. No. 200610087R  
83 Clemenceau Avenue #08-01/08  
UE Square Singapore 239920  
TEL: (65) 6540 4000  
FAX: (65) 6540 4038



**Yoshikazu Shida**  
**Member of the Board, CEO and COO, Bridgestone Asia Pacific Pte. Ltd.**  
**Vice President and Officer, Bridgestone Corporation**

Yoshikazu Shida assumed the role of Member of the Board, CEO and COO of Bridgestone Asia Pacific Pte. Ltd. (BSCAP) in January 2018. In addition, he serves as Vice President and Officer of Bridgestone Corporation (BSJ).

As Member of the Board, CEO and COO, Shida will be responsible for both strategic and operational aspects of BSCAP SBU's business and operations. This includes supporting the SBU's transformation journey, strengthening its corporate governance system, driving leadership and organizational change and renewal, and improving key business operations. He is focused on enabling BSCAP SBU to realize its Vision of becoming "The Most Trusted Leading Brand" in the China & Asia Pacific region.

Most recently, Shida served as Director, Public Relations and Environmental External Relations in BSJ. Shida is very familiar with the Asia markets, having worked his last two assignments in Asia before his return to BSJ, as the President for Bridgestone Taiwan and then as President Director of Bridgestone Indonesia. In all his executive roles, Shida has demonstrated the ability to drive the strategic direction for the organization that he leads and ensure profitable growth.

Shida joined the company in 1989, and has a long successful career with Bridgestone, holding positions of increasing responsibility and scope across different business operations in the Bridgestone Group. Throughout his 30 years at Bridgestone, he has lived and worked in the US, Brazil, Australia, Taiwan and Indonesia.

Shida brings extraordinary experience, including a wide knowledge of managing and operating in global organization built by living and working internationally throughout his career.

Shida received his bachelor's degree in Foreign Studies from Sophia University.

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