



Asahiko (Duke) Nishiyama
Executive Vice President and Executive Officer,
Responsible for Olympic and Paralympic ;
Concurrently responsible for Diversified
Products, Sports and Cycle Business;
Concurrently Chairman of Bridgestone Sports
Co., Ltd.;
Concurrently Chairman of Bridgestone Cycle
Co., Ltd.

Asahiko “Duke” Nishiyama is Executive Vice President and Executive Officer of Diversified Products, Sports and Cycle Businesses at Bridgestone Corporation. He is also Chairman of Bridgestone Sports Co., Ltd. and Bridgestone Cycle Co., Ltd. He also is charged with activating and leading the company’s Worldwide Olympic Partnership. Nishiyama previously served as Chairman, CEO and President of Bridgestone Americas Tire Operations (BATO).

Nishiyama joined Bridgestone Tire Co. Ltd. in 1977; he started his career in the International Division, and his responsibilities have allowed him to work in both Japan and the United States during his more than 30-year tenure with the global company.

In 1985, he was appointed an Executive Committee Member of the Bridgestone Workers’ Union, and in 1991 he assumed the title of Union President. From there, Nishiyama moved on to the Bridgestone Human Resources Department where he served as a Manager before moving to the United States.

Nishiyama became Director of Business Planning for Bridgestone/Firestone, Inc. in 1997. Later, he returned to Japan as General Manager of Human Resources for Bridgestone Corporation, and then in 2004, Nishiyama became the Director of the Americas & Europe Operations Division.

Nishiyama has a degree in Commercial Science from Keio University.

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