



**Asahiko (Duke) Nishiyama**

***Vice President and Officer, Bridgestone Corporation  
Vice Chair, Bridgestone Americas***

Asahiko “Duke” Nishiyama is a Vice President and Officer of Bridgestone Corporation and is the Vice Chair of Bridgestone Americas. He previously served as Executive Vice President and Executive Officer of Olympics, Paralympics, Sports, Cycle and Active Healthy Lifestyle at Bridgestone Corporation.

Nishiyama joined Bridgestone Tire Co., Ltd. in 1977 in the International Division, and has held positions of increasing responsibility that have allowed him to work in both Japan and the United States during his 41-year tenure with the company. His career has included work in human resources, labor relations, operations, original equipment business, sales, and diversified products.

Nishiyama’s previous experience in the United States includes serving as Director of Business Planning, Vice Chairman, Chairman, President, and Executive Chairman of Bridgestone Americas across three different assignments in Nashville, Tenn. In 2016, he became an Executive Vice President and Executive Officer of Bridgestone Corporation responsible for diversified products and all global sports businesses and activities, including Bridgestone Sports Co., Ltd., Bridgestone Cycle Co., Ltd., and the company’s Worldwide Olympic Partnership.

Nishiyama has a degree in Commercial Science from Keio University.

As of March 22, 2019

###