



**Shuichi (Shu) Ishibashi**

***Vice Chair and Representative Executive Officer,  
Bridgestone Corporation***

***Responsible for GBS (Global Business Support)  
Concurrently responsible for Technology and  
Quality Management***

***Concurrently responsible for Global Original  
Equipment and Marketing Strategy***

***Concurrently responsible for Olympics,  
Paralympics, Sports, Cycle & Active Healthy  
Lifestyle (OPSCA)***

***Concurrently Executive Chair of Bridgestone  
Sports Co., Ltd.***

***Concurrently Executive Chair of Bridgestone Cycle  
Co., Ltd.***

Shuichi “Shu” Ishibashi is Vice Chair and Representative Executive Officer of Bridgestone Corporation responsible for global business support, technology, quality management, global original equipment business, and marketing strategy. Additionally, he serves as Executive Chair for both Bridgestone Sports Co., Ltd., and Bridgestone Cycle Co., Ltd., and is responsible for global activities related to the company’s Olympic, Paralympic, Sports, Cycle & Active Healthy Lifestyle (OPSCA) initiatives.

Ishibashi joined Bridgestone Tire Co., Ltd. in 1977 and has held positions of increasing responsibility that have allowed him to work in both Japan and the United States across his 41-year tenure with the company. His career has included experience in marketing, consumer tire business, retail automotive service business, quality, sales, commercial solutions, diversified products, corporate planning, and business strategy.

Prior to becoming a Vice President and Officer of Bridgestone Corporation, Ishibashi previously served as General Manager of Bridgestone/Firestone, Inc., as well as Chairman, CEO and President of Bridgestone FVS Corporation (now known as Bridgestone Retail Japan Co., Ltd.). In 2016, Ishibashi became an Executive Vice President and Executive Officer of Bridgestone Corporation, and has since served in global leadership positions responsible for diversified products, original equipment business, solutions business, CSR, business strategy, sports and cycle business, and mining and agricultural solutions business. He has also held global leadership titles that include Chief Marketing Officer and Chief Quality Management Officer.

Ishibashi has a degree in Law and Economics from Shizuoka University.

As of March 22, 2019

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