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## Tadashi Matsushita

*Vice President, Strategic Planning, The Americas  
All Nippon Airways Co., Ltd.*



Tadashi Matsushita has served ANA for over 20 years and now holds the position of Vice President of Strategic Planning, The Americas, where he is simultaneously responsible for formulating and executing medium-term business plans in North America. His current endeavors in this role include leading the way to broadening ANA's presence in North America, both by rethinking marketing strategies towards increased brand awareness and assimilating further into local communities.

After engaging in the core corporate management and operations of ANA, Mr. Matsushita challenged industry conventions and initiated the discussion for the corporate side on the Open Skies policy in Japan, in an effort to secure growth opportunities for the industry as well as protect consumer interests. He worked in concert with a Japanese think tank and managed activities within political circles and government agencies both in Japan and overseas from March 2005 to January 2008. He then served as Director of Strategic Planning, Asia Pacific where he played a significant role in establishing ANA's strategic base in Hong Kong and expanding its business across Asia. Having successfully led the launch of Japan's first budget airline, Peach Aviation, he assumed the position of Director, International Government Affairs in July 2011 and has been responsible for overseeing ANA's government and regulatory affairs in the U.S.

Mr. Matsushita received his B.A. in Economics from Kobe University and an M.B.A. from Kellogg School of Management at Northwestern University. He currently resides in Connecticut with his wife and three children.