
Mitsuo Higashi

Mr. Mitsuo Higashi was appointed as Director of the International Department, East Japan Railway Company in September 2007.

He joined Japanese National Railways in 1979 and was in charge of the planning to improve management of the freight railway at the headquarters. At the time of the division and privatization of the Japanese National Railways, he became a member of the Marketing Department of East Japan Railway Company.

In 1994, he was dispatched to the U.S. management office of Japan Airlines in New York and involved in introducing the FFP (Frequent Flyer Program) to Japan Airlines. After he came back to Japan in 1997, he was assigned to the Marketing Department of the East region of Tokyo Metropolitan area and then to the Public Relations Department at the Headquarters.

In 2001, he was dispatched to New York again as the Executive Director of the New York Office of the Japan Railways Group and East Japan Railway Company. In 2004 he returned to Japan and became General Manager of the Public Relations Department in 2004 and Director of the Customer Service Department, when it established in 2005. Since 2007 Mr. Higashi has been Director of the International Department and is now responsible for all international related matters for the East Japan Railway Company.