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**Kenichi Higo**

Mr. Kenichi Higo is the Director of the Business Innovation Department, Tokyo Metro Co., Ltd. He has been with Tokyo Metro for thirty years and has a long career in the field of new railway-related business exploration. Since 2008 he has been a leader for various innovative projects, including development of commercial facilities inside and around the stations, such as, “Echika Ikebukuro,” a shopping area in the Ikebukuro station. He is also in charge of the development of, “Tokyo Metro Vision,” the digital signage system in the subway facilities.

In the past, between 1998 and 2001, he served as the Project Manager within the same department. At that time, he was in charge of developments for various office buildings and a shopping center. He also took charge of establishing Tokyo Metro’s IT business.

Prior to the current position, starting in 2001, he was the Director of Public Relations for seven years. When the company was privatized from the semi-governmental organization, Teito Rapid Transit Authority, he dedicated himself to corporate identity activities including creating a new corporate logo mark. He also promoted the company’s reformation through media broadcasting and sponsoring various large events such as the Tokyo Marathon.