

Interbrand Appoints Yukihiro Wada as Chief Executive Officer of its Tokyo office

TOKYO, Japan (6 January 2014) – Interbrand, the world’s leading brand consultancy, today announced the appointment of Yukihiro Wada as Chief Executive Officer of its Tokyo office. Effective immediately, Wada will report directly to Stuart Green, CEO of Interbrand Asia Pacific.

Most recently, Wada served as Head of Japan & Managing Partner at Kurt Salmon. Prior to joining Kurt Salmon, he was a Director at Advantage Partners, LLP, the largest private equity firm in Japan. Previous roles include EVP/ Board Director & COO of Alpen Group, Japan’s largest sporting goods retailer, and several years at McKinsey & Company. He began his career at the Dai-Ichi Kangyo Bank, currently Mizuho Financial Group.

Wada has managed client relationships across various disciplines and has extensive knowledge and expertise in brand and business strategy, marketing strategy (including omni-channel and digital strategy), customer experience design, as well as merchandizing and business process change – all of which help to build strong holistic brand experiences for clients.

“Yukihiro brings a great combination of experience on global brands and a deep understanding of business strategy,” said Stuart Green, CEO of Interbrand Asia Pacific. “Our business in Japan is at the forefront of developing strategic solutions for global brand issues. Yukihiro will play an extremely important leadership role as we partner with our clients to effectively compete in a fast changing world”.

As CEO of Interbrand Japan, Wada will be supported by a strong executive team and will be charged with continuing to shape the strategy and growth of the business.

Commenting on his appointment, Wada said: “I am thrilled to be joining the market leader in brand consulting worldwide, and a very established and successful business in Japan. There is much to build on and I look forward to leading the business through its next stage of development and growth.”

Wada holds an MBA from MIT and a Bachelor of Laws from the University of Tokyo.

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About Interbrand

Founded in 1974, Interbrand is the world’s leading brand consultancy. With nearly 40 offices in 27 countries, Interbrand’s combination of rigorous strategy, analytics, and world-class design enables it to assist clients in creating and managing brand value effectively,

across all touchpoints, in all market dynamics. Interbrand is widely recognized for its annual Best Global Brands report, the definitive guide to the world's most valuable brands, as well as its Best Global Green Brands report, which identifies the gap between customer perception and a brand's performance relative to sustainability. It is also known for having created brandchannel.com, a Webby-award winning resource about brand marketing and branding. For more information on Interbrand, visit interbrand.com.

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