

## **New executive management at Casio Europe GmbH**

### **Tomoo Kato - Managing Director to lead Casio European Headquarters**

**Norderstedt, April 4<sup>th</sup>, 2016** – The European headquarters of the electronics group Casio are under new management: Tomoo Kato took the company's top post as of April 1<sup>st</sup>., 2016 and is now responsible for the expansion of the company's various product fields throughout Europe.

The 47-year-old Kato, who has 25 years of experience at Casio in various countries, including 6 years in Germany and Italy, is the successor to the previous Managing Director, Kazuyuki Yamashita, who has taken on a new position as Senior General Manager at the group's headquarters in Japan, where he will be responsible for overseas Marketing and Sales.

Kato's most recent role was as Managing Director of Casio Italy, where he was responsible for the company's sales and marketing operations in all product fields. The main task Kato faces in his new position as Managing Director of Casio Europe GmbH is the successful continuation of the increasing gearing of sales and marketing on a Pan-European level.

Yoshiyuki Kuroda, who has more than 32 years of experience with Casio, will continue to work at Kato's side as Deputy Managing Director.

"The closely coordinated sales and harmonized marketing cooperation among Casio affiliates in France, Italy, Spain, Portugal, Russia, the Netherlands, and Scandinavia over the past 7 years has significantly improved Casio's perception among trade and consumer," Kato says. "I am confident that we will be able to further increase our market shares especially in the European arena, and I look forward to this thrilling opportunity", he continues.

Kuroda, who was responsible for the System Business since 2001 and Corporate Business Planning since 2005 at Casio Europe GmbH, adds: "With the establishment of Casio companies in the major European markets, we have laid the foundation for our future business long ago. Not only in the physical sense, but also in terms of European market expertise and we are committed to increase and exploit this intangible asset for our future business expansion."

For more information, please visit:

<http://world.casio.com/>

[www.casio-europe.com](http://www.casio-europe.com)

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