

en world Japan Appoints Yusuke Yamamoto as New President

TOKYO, August 1, 2025—en world Japan K.K., Japan's global talent recruitment leader, today announced the appointment of Yusuke Yamamoto as President and Representative Director.



Yusuke Yamamoto, President and Representative Director

Yamamoto has been involved in new business development, human resources, and brand strategy across various organizations, including Japanese and international companies, startups, and the Japanese market launches of global services and businesses. He has a strong track record of driving transformation in technology and human resources, tackling Japan's social issues, and focusing on growth areas.

Under the new management, we will aim to become the best partner for companies and job seekers, boosting our intermediary value and improving our services.

New President's message

I have gained extensive experience working with Japanese and international companies of various sizes and industries, from startups with around ten employees to foreign corporations launching their Japanese operations. I have long worked in the tech industry, and in my latest position at Google, I focused on female participation, DEI promotion, work style reform, startup support, re-skilling, and AI-capable talent development. I have been committed to addressing Japan's social issues related to work style and human resources, particularly in growth sectors, for over a decade.

Based on these experiences, I believe that regardless of the advancements in technology, such as the internet and AI, the strong will of the individual and the passion for taking on new challenges will always drive social transformation and open the way to the future.

We will enter a period where the way we work changes significantly in Japan and globally. Each of us must reevaluate the meaning of work, and how we contribute to society by taking on challenges will become more important.

In this era, our goal is to become a true partner that supports the challenges of global businesses and talent. We aim to assist both sides in realizing their future vision, in line with en group's core value of promoting post-hire success and en world's mission of enabling success.

■ Profile

Graduated from the University of Tokyo, Faculty of Letters, Department of Sociology. Started a career at a major advertising firm and then became a founding member of an internet-related joint venture, working on the development of SNS services. Later, led the growth of Twitter's (now X) Japanese market as the head of business development and marketing when the company entered the Japanese market.

Joined Google after the Great East Japan Earthquake. Has been involved in social contribution projects throughout career, focusing on empowering individuals and businesses. This includes supporting disaster-affected areas with technology, promoting internet use in the national election, launching "Women Will," a program founded in Japan to support women that has helped more than 37 million women in 49 countries worldwide, and delivering digital skills training to more than 10 million people across Japan through "Grow with Google." Also led the launch of "Google for Startups Campus Tokyo," a program that supports startups.

In the latest position as the head of Google's corporate brand and reputation in the Japanese market, led key strategic initiatives such as shaping public opinion on AI and educating business leaders on AI use. Leveraging this expertise, served as a committee member and adviser for multiple public organizations, including the Cabinet Office of Japan.

■ Career Summary

2004: Graduated from the University of Tokyo, Faculty of Letters, Department of Sociology.

2004: Joined Asatsu-DK, Inc. (currently, ADK Holdings)

2006: Founding member of CGM Marketing, Inc., a joint venture established by Digital Garage, Inc., Dentsu Inc., Cyber Communications Inc., and Asatsu-DK, Inc.

2009: Digital Garage Group, Twitter Company

2011: Product Marketing Manager, Google Japan G.K.

2014: Brand Marketing Manager, Women Will Project Lead, Google Japan G.K.

2019: Brand Marketing Manager, Grow with Google Project Lead, Google Japan G.K.

2021: Head of Brand and Reputation Marketing, Google Japan G.K.



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