



Representative Director, Chairperson and CEO

Yasuhide Mizuno

Yasuhide Mizuno serves as CEO of Sony Honda Mobility, where he leads the company's strategy to usher in a new era of mobility.

Mizuno began his career at Honda Motor Co., Ltd. in 1986, focusing primarily on sales and marketing. In 1995, he embarked on more than two decades of international assignments across Asia, including Thailand, Taiwan, Malaysia, Australia, and China. During his tenure as Chief Officer of Regional Operations (China), he spearheaded the creation of a joint venture dedicated to developing electric vehicles for the Chinese market and advancing connectivity and software technologies. In 2020, Mizuno was appointed Managing Officer at Honda, concurrently serving as Chief Officer of Automobile Operations. In this role, he drove the introduction of electric vehicles and led efforts to revitalize the four-wheel business.



代表取締役 会長 兼 CEO

水野 泰秀 / Yasuhide Mizuno

1986 年本田技研工業株式会社（Honda）入社。以後、主に営業・販売領域業務に従事し 1995 年にタイ赴任。台湾、マレーシア、オーストラリア、中国等アジア各国に駐在。中国本部長在任中、中国専用電気自動車の開発やコネクト・ソフトウェアのための合併会社を設立。20 年以上の海外駐在を経て、2020 年 Honda 常務執行役員就任。四輪事業本部長として、電動車の導入および四輪事業の立て直しに邁進。2022 年より現職。ソニー・ホンダモビリティの代表取締役 会長 兼 CEO として、新しいモビリティ時代の実現を目指した戦略を牽引。