

Nikkan Kogyo Shimbun: May 29, 2019

New President: Seiji Yasubuchi of AXA Life Japan
“Drive Transformation in Insurance Industry with New Technology”

<You have held important posts in the past such as the President of Visa Worldwide Japan>
“I have been making transformation and changing corporate cultures. I am undertaking a new role to determine the direction we want to head and implement it with an outside perspective. Because I don’t have the common sense of the insurance industry, I will promote transformation by employing technology.”

<The environment surrounding the insurance industry is changing, such as low birthrate and longevity, lifespan extension and digitalization>
“Changes will create new opportunities for the life insurance industry. We are going through a strategy to transform from a payer that just provides benefits to a partner. There are many things we can offer as an industry such as accelerating services that take advantage of digitalization.”

<You are supporting “Health and Productivity Management” at SMEs>
“We are entrusted with mutual aid programs from 511 CCIs, which means that we are looking after their health. Almost all our sales employees have acquired the “HPM Advisor” certification authorized by the Tokyo CCI and are carrying out awareness-raising activities of issues at hand such as drinking and smoking. If SMEs become stronger, the local economy will be strengthened which, in turn, will contribute to the regional revitalization.”

<You are promoting ‘diversity management’ including people with disabilities and LGBTs>
“Customers are basically diverse. LGBT and people with disabilities represent our potential customers. We make managerial mistakes when we are only looking at one direction. Diversity management has a positive effect on us as it allows us to review our product developments and services based on a broad range of opinions and angles.

<His personal motto is “Okurazu, mukaezu, oujite shikashite osamezu”, a quote by Zhuangzi, which means to not dwell on the past or worry about the future but to focus on the moment>

Graduated from Waseda University in 1974 with Political Science and Economics Degree. Joined Mitsubishi Corporation the same year. Assumed the position of President & CEO of

GE Commercial Finance Japan in 2007 and President of Visa Worldwide Japan in 2017.
Born in Hyogo Prefecture, currently 63 years old. President of AXA Life Japan as of April 1