



Eriko Asai

President and CEO, GE Japan
Executive Managing Director, Government Affairs & Policy
Representative Director, GE Grid Solutions Japan K.K.

Eriko joined GE Healthcare Japan in 2011, and led GE's Medical support system project under disaster with an industry-academia-government collaboration. In 2013, she joined GE Japan as Managing Director of GAP and covers government affairs and policy responsibilities across all GE businesses in Japan. In 2018 she was appointed President and CEO of GE Japan Inc. in January. She was named Representative Director, GE Grid Solutions Japan K.K. in April, 2019.

Before joining GE, Eriko worked for Microsoft Japan as the Director for Corporate Affairs for 8 years, where she worked extensively on information technology policy, including healthcare IT and cyber security. Earlier in her career, Eriko worked for Sony Corporation both in Japan and its European headquarters with roles in business planning and marketing communications.

Eriko was born in London, UK, and has lived in UK, Australia, Germany, France, and Japan. She has earned her law and political science degree from University of Keio in Tokyo, and certificate on comparative international studies at the University of London.

Eriko also serves as the Governor of the American Chamber of Commerce in Japan (ACCJ).

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