

October 24, 2025

Dentsu Appoints Yuichi Toyoda as CEO, dentsu APAC

Dentsu (Brand: dentsu; Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Hiroshi Igarashi) today announced the appointment of Yuichi Toyoda, Global Practice President - Business Transformation, dentsu, BX President, dentsu Japan, and Managing Executive Officer, Dentsu Inc., as CEO, dentsu APAC, effective 1 January 2026. He will also join the Group Executive Management team.

After 13 months serving as Interim APAC Lead, Yoshiki Ishihara returns to his role as Global Chief Strategy Officer, dentsu at the end of this year to focus on the Group's growth across international markets and delivering dentsu's Medium-Term Management Plan (MTMP) globally.

"We are delighted to appoint Yuichi as CEO, dentsu APAC. His deep knowledge of the region, extensive global experience and leadership in business transformation makes him ideally suited to lead this dynamic and highly competitive region," said Hiroshi Igarashi, President and Global CEO, dentsu. "We are grateful to Yoshi for his outstanding leadership over the past 13 months, laying the foundation for a return to growth and strengthening collaboration across the region."

Yuichi brings over 30 years of experience at dentsu, 15 of those years in globally-facing roles, and has a deep understanding of dentsu's capabilities as well as both Japanese and international markets having held CEO and leadership positions in India, Thailand and China where he was responsible for the significant turnaround of underperforming business units. Since 2022, he has led Dentsu Inc.'s Global Division and Dentsu Group Inc.'s Solutions Office and in 2024, a year dentsu bolstered its global management team, he assumed responsibility for dentsu's global Business Transformation (BX) practice, expanding the BX knowledge and best practice developed in Japan to teams and clients around the world, which continues to show momentum delivering double digit revenue growth.

"It is with a deep sense of responsibility and pride that I take on this role at such a pivotal time, for both our APAC business and the Group. The region is undergoing unprecedented transformation, with disruption reshaping every industry and redefining how our clients compete and grow. Disruption, however, always brings opportunity. We will choose to lead this transformation by building a new, 'uniquely dentsu' business model, one that creates value beyond our clients' expectations, supports their sustainable growth and contributes to the progress of society. Together, we will put dentsu APAC back on a growth path and achieve sustainable, long-term success," said Yuichi Toyoda.

During his tenure as Interim APAC Lead, Yoshi advanced dentsu's One dentsu vision in the region, implemented core components of MTMP driving meaningful change, strengthened relations with Japan and built the foundation for a return to growth.

Yoshiki Ishihara added: "It has been a privilege to lead APAC over the past year. Together, we have laid the important groundwork for growth. I am confident Yuichi's leadership and vision will accelerate APAC's growth and create greater value for clients and markets."

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