

Keiji Maeda

General Manager

Vertical Marketing Department, Integrated Marketing Center

Media & Entertainment Business Division, Connected Solutions Company

Panasonic Corporation

Keiji Maeda has over 25 years of marketing and business development experience in Panasonic in professional audio-visual products including projectors, commercial displays, broadcast monitors and loud speakers. He joined Panasonic in 1992, starting his career as a specialist of professional visual products for the North and South American markets. After this he moved from Japan to Europe and spent four years with Panasonic Marketing Europe in Wiesbaden, Germany.

He is in charge of the themed entertainment industry, the global rental & staging market, and major sports events in Media Entertainment Business Division of Connected Solution Company, Panasonic Corporation in Japan. Over the years I have been responsible for project management and business development, including world-class projects such as the Pyeongchang Olympic ceremonies, Astana and Dubai Expos, tours and live events, movie theme parks, large scale outdoor and indoor theme parks, and projection mapping events. He is currently a Board of Directors of Asia Pacific Division, Themed Entertainment Association (TEA)

With his unique experience in North and South Americas, EMEA, India, Asia-Pacific, China and Japan, Mr. Maeda has built strong professional networks in the AV industry globally. He is also well aware of business operation in each region and has a sense of multicultural understandings. He leads global projects with focused management of talented experts and team building with members successfully around the world.

He was born and raised in Kyoto, famous as the old capital of Japan for 1200 years. He has interacted with this rich historical heritage and the surrounding events in his hometown from childhood, and takes great interest in the cultures and customs of each area in the world. He now lives in Tokyo, Japan.