



Takeshi Natsuno

Senior Vice President and Managing Director of Multimedia Services Department

Takeshi Natsuno, Senior Vice President and Managing Director of the Multimedia Services Department, is responsible for developing the business strategy of all of NTT DoCoMo's multimedia-related services, including i-mode strategic alliances with global application/content providers and key Internet players.

Mr. Natsuno, one of the key developers of i-mode business models, managed the Japan launch of i-mode in 1999. The service has achieved tremendous success, attracting about 48 million subscribers to date while pioneering the world's non-voice communications market.

Widely regarded as a leading expert on the Internet and multimedia, he was named one of the world's 25 most influential e-business leaders by *Business Week* in 2001.

Mr. Natsuno started his career with Tokyo Gas, one of Japan's largest utilities. He later held key executive positions with HyperNet, a leading Internet venture company. He joined DoCoMo in 1997.

Mr. Natsuno is the author of *i-mode Strategy*, published in 2000, *a la i-mode*, published in 2002, and *Keitai-no-Mirai*, published in 2006.

He graduated from Waseda University in Japan with a bachelor's degree in political science and economics in 1988 and received a master's degree in business administration from the Wharton School of the University of Pennsylvania in 1995.