



Ryuji Mitsuishi Banderas

Digital Business and Strategy Director, Tokyo/Japan
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Ryuji's career in Digital started in Quito-Ecuador (SA) with the launch of a multimedia production boutique in 1998.

In Japan since 2000, Ryuji has had tenures at McCann Worldgroup (MRM) and DDB (Rapp / Tribal DDB) before joining beacon communications / Leo Burnett in 2011.

Leading digital at beacon, Ryuji is responsible of digital solutions and strategies for all beacon clients and new businesses - aligning business and marketing objectives on campaigns but also responsible for their effectiveness in the long term through consumer engagement, data and relationship management solutions.

Ryuji speaks 3 languages, loves football (soccer) and, although living in Japan for 13 years, still doesn't understand baseball.

Ryuji was part of the jury of the 2012 Digital Asia Festival and, by April 2013, has been listed by Campaign Magazine as one of the "40 under 40: Unsung heroes pushing the boundaries of advertising and media" in Asia.