



Yusuke Kumagai : Producer

■ Integrating Cutting-Edge Technology × Human Creativity to Build a Warm, Grateful Culture of Innovation

J-Creators Hub Web Site



Since the early days of the internet, he has pursued one goal: to help create cultures and industries that do not yet exist. He joined Crypton Future Media and, as a member of the planning and development team behind the virtual singer **Hatsune Miku**, contributed to the emergence of a new, internet-native creative movement worldwide. Building on that foundation, he has led IP-driven initiatives that bridge diverse fields—from performing arts and traditional crafts to public-sector partnerships—pairing cutting-edge technology with human creativity to cultivate a warmer digital culture and a virtuous cycle of empathy and appreciation.

Today, his focus is the “**personification of knowledge**” through advanced technologies such as AI avatars and **retrieval-augmented generation (RAG)**. He oversees business development and digital strategy at the intersection of **AI × Creativity × Community**, shaping the next cultural paradigm where technology and humanity coexist. He leads projects at **J-Creators Hub**, bridging cutting-edge technology with creative innovation to foster warm, culturally rooted collaborations. By integrating the foresight and venture-building methodologies developed by **CROSS Business Producers**, he translates bold ideas into tangible outcomes that are drawing significant attention across industries.

Selected Speaking Engagements

- CEDEC 2014
(Japan)<https://cedec.cesa.or.jp/2014/session/BP/10776.html>
- Nexon Developers Conference 2017
(Korea)<https://www.4gamer.net/games/99/G999905/20170407035/>
- First Financial Innovation Forum 2018
(China)<https://www.yicai.com/news/100088226.html>
- Guest Lecturer, Shumei University – Network Information Studies

Profile: Yusuke Kumagai

Producer, CROSS Business Producers Inc.

Education

MBA, Otaru University of Commerce

Career

Served as a Board Member of the Hokkaido Mobile Content Business Association.

Prior to his current role, he worked at Crypton Future Media, Inc.

*About Hatsune Miku The official Hatsune Miku YouTube channel (@[HatsuneMiku](https://www.youtube.com/HatsuneMiku)) has over 4 million subscribers. The software has sold more than hundreds of thousands copies, inspiring over 600,000 related songs and about 1 million fan-created illustrations worldwide. The large-scale annual concert event “Magical Mirai” attracts audiences of over 50,000 people each year. The global tour “MIKU EXPO” has been held in nearly 20 countries, including North America, Europe, Asia, and Australia. Through this unique “chain of creative collaboration”, Hatsune Miku continues to inspire a passionate global fan community to this day.