

Hiroyuki Shimizu : Senior planner **- In charge of Future Drawing©**

■ **Global foresight strategist driving business growth through cross-cultural insight and innovation.**

Profile: Hiroyuki Shimizu



**Senior Planner / In charge of Future Drawing©,
CROSS Business Producers Inc.**

Education

Bachelor of International Economics, Aoyama Gakuin University

Career

Canon Inc. (1987-1991)

Canon UK Limited (1991-1996) Product Coordinator

Canon U.S.A. Inc. (2006-2011) Director

Canon Canada Inc. (2011-2014) Senior Director

Canon Inc. (2014-2023) Chief & GM of Alliance Project

Mopria Alliance (2020-2023, Vice President of the Board of Directors)

Mopria Alliance (2023-) Fellow

Currently serves in his present role at CROSS Business Producers Inc.

Serving as the primary liaison with leading global foresight organizations — the School of International Futures (SOIF) and the Institute for the Future (ITF) — Mr. Shimizu leads Future Drawing©, an initiative dedicated to envisioning and shaping the societies of tomorrow.

Previously with Canon Inc., he built an extensive career spanning marketing, product and business planning, and strategic alliances with GAFAM partners across both domestic and international markets. With 13 years of overseas assignments in the UK, the US, and Canada, he brings deep cross-cultural insight and proven leadership in managing and elevating local operations. Leveraging these experiences, he now drives global performance improvement and business growth, offering Japanese companies practical frameworks and hands-on expertise to achieve sustainable success in international markets — integrating strategy, people, and organizational excellence.