

April 1, 2022

OPEN8 Announces Appointment of New Executive Officer to Strengthen Management Structure

Tokyo – April 1, 2022 -OPEN8 Inc. is pleased to announce the appointment of two new executive officers, effective April 1, 2022.

Mr. Kondo, the new executive officer, will be responsible for concretizing more multi-layered and practical initiatives, such as supporting company-wide communication DX centered on video and creating open innovation with business companies, through accompanying clients in the enterprise consulting domain.

Mr. Minowa will oversee all sales organizations in the sales domain, including inside sales, field sales, and outbound sales, and will promote the provision of OPEN8's solutions, including the "Video BRAIN" business video editing cloud, to an increasing number of customers.

Under the new management structure, OPEN8 will strive to become a "content technology company that enriches the world" and provide new value.



● Profile of Newly Appointed Executive Officers



Hiroshi Kondo
Executive Officer

After graduating from Ibaraki University in 2001, he joined SEPTENI Co. In January 2012, he established Eagle Eye, a Trading Desk company, as a subsidiary of SEPTENI and became its President and Representative Director. In July 2015, he participated in establishing the Japanese subsidiary of xAd, a US-based location-based technology, where he proposed and implemented location marketing. He joined OPEN8 in October 2020.



Kenta Minowa
Executive Officer

After graduating from Chiba University's Faculty of Education in 2008, he worked in sales for a manufacturer before joining Recruit in 2013. He was engaged in providing marketing solutions to condominium developers nationwide. He established multi-layered partnerships as a consultant for joint development projects of new condominiums and process improvement in the marketing area, etc and was awarded MVM, the Number 1 Manager in the nation in FY2020. He joined OPEN8 in March 2022.

New Management Structure

President & CEO	Yuko Takamatsu
Board of Director	Taku Maruyama
Board of Director & CFO	Hiroataka Sawada
Executive Officer & CTO	Hisatake Ishibashi
Executive Officer & CPO	Yuichi Kashima
Executive Officer & Director of President's Office	Yoriko Suzuki
Executive Officer & Director of Customer Success	Yu Harasawa
Executive Officer & Director of Enterprise Consulting	Hiroshi Kondo
Executive Officer & Director of Sales	Kenta Minowa

There are no changes in the Outside Directors.

ABOUT Open8 Inc.,

Open8 is the Content Technology company that develops our own AI technology centered on natural language processing and computer vision and possesses "OPEN8 CORE TECHNOLOGY" which consists of algorithm and software modules.

Based on our original concept: "AI x SaaS to become a growth driver of every companies' information distribution strategy", we support delivering information by companies in any industry through the provision of APIs such as the automatic video generation function, "Video BRAIN," video editing cloud service, by combining our expertise in video content production and distribution know-how cultivated in the video advertising business and video media business, and the SNS posting and analysis service "Insight BRAIN".

We are proud to announce that we're the 2019 Red Herring Top 100 Asia Winner, an award given by Red Herring to innovative private technology ventures in Asia.

(1) SaaS Business

Providing "Video BRAIN", our business video editing cloud service.

Once you upload media such as photos and text, the AI engine analyzes the data and creates a video with a storyline. Many companies, including major corporations, have adopted our service for a wide range of purposes, regardless of business or the type of work, including PR, manuals, and recruiting content.

Also, there are a video distribution platform and analysis functions included in the service, so that we can provide the one-stop service from planning to production and analysis of video contents.

- No.1 Automatic Video Generation Sales Share, 2 years in a row (*1)
- No.1 AI video editing tool for marketers (*2)
- No.1 AI video editing tool for enterprises (*2)
- Good Design Award 2019
- Ruby Biz Grand Prix 2020 Special Prize

(*1) source: Deloitte Tohmatsu MIC Research Institute Co., Ltd. "Current Status and Outlook of the Market for Automatic Video Generation and Delivery Software for Corporations, FY2020 Edition" Automatic video generation software sales share (FY2020) Japanese only <https://mic-r.co.jp/mr/01930/>

(*2) source: Japan Marketing Research (FY2019/Nov)

(2) API/MLaaS (Machine Learning as a Service) Business

Providing "OPEN8 CORE TECHNOLOGY" which consists of algorithm and software modules as an API. It can be used as a stand-alone solution or in combination with multiple technologies and it's also able to be used following corporate needs.

Also, building our unique model based on the private data from the businesses and developing it to original solutions in combination with "OPEN8 CORE TECHNOLOGY".

For all press inquiries

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