



Naoki Ishida

CEO & CO-FOUNDER
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available upon request.*

With a background in brand management at Procter & Gamble (P&G), Naoki went on to lead global marketing initiatives for Rakuten, a Japanese internet services conglomerate, in Singapore and Japan.

He then joined Facebook (now Meta) in business strategy and operations, responsible for Japan, before leading PicsArt's market entry into Japan and South Korea as its general manager.

Naoki brings deep experience to Litmus in terms of setting up, growing, and running business strategy and operations for both tech and traditional companies alike.

RECENT PROJECTS

- Channel sales and e-commerce strategy, and project management of a premier entertainment event for a major Japanese broadcast and media company.
Nov 2023
- Digital content and e-commerce modernization strategy and project management for a renowned food and beverage importer and retailer in Japan.
Sep 2023
- Japan digital and e-commerce strategy development, and stakeholder and project management for a global consumer goods conglomerate.
Jun 2023

PAST EXPERIENCE

- Country Management of Japan and South Korea for Picsart in Tokyo, Japan.
Jul 2019 - Nov 2022
- Business Strategy & Operations at Facebook in Tokyo, Japan
Oct 2016 - Jun 2019
- Global Brand & Marketing at Rakuten Group in Tokyo, Japan.
Oct 2015 - Sep 2016
- Global Initiatives at Rakuten Asia in Singapore.
Apr 2012 - Sep 2015
- Brand Management at Procter & Gamble in Tokyo, Japan.
Apr 2009 - Mar 2012