



Panel Discussion B - Panelist

Mr. Kohei Masaki

Hydrogen Strategy Consultant

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Kohei Masaki is a Hydrogen Strategy Consultant in Electrified Vehicle Technology Office (EVTO) in Toyota Motor North America (TMNA).

After 10-year experience for business consulting at Deloitte, Mr. Masaki started to work for Toyota to support hydrogen ecosystem development and Fuel Cell business development/expansion in the North America.

When he was Deloitte, he provided business consulting service mostly in automotive industry and has expertise in Strategy & Operation area such as new business entering strategy, business structure change strategy, mid-term plan development. Also, he had several projects relates to Fuel cell and Hydrogen industry in both US and Japan.

Current his responsibility in Toyota is business planning and business development of Fuel Cell Electric Heavy-duty Truck and other broader applications such as Bus, Cargo Handling Equipment, etc.