



Nobuyuki Idei | Class of 1962

Beginning in 1995 and for more than a decade, Nobuyuki Idei served as Sony Corporation’s President and Chief Operating Officer (COO), and then Chairman and Chief Executive Officer (CEO). During his tenure, Mr Idei moved Sony into the digital age by creating a vision where audio, visual, computer and telecommunication technologies would seamlessly merge and connect with software content and services, much like the Internet we know today. After retiring as Sony’s CEO, he established the Quantum Leaps Corporation, where he devoted himself to supporting corporate transformation and nurturing startup companies. In 2019, Mr Idei launched “Adventure Village”, a project aiming to revitalise Japan through activities that support and motivate Japanese venture companies to be more “adventurous”.



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Nobuyuki Idei joined Sony Corporation in 1960. After holding management positions in Sony’s audio and home video businesses, advertising, creative and communications divisions, he was appointed as President and COO of Sony in 1995. Mr Idei was named Asia’s Businessman of the Year in 1998 by *Fortune* magazine. Here Mr Idei holds AIBO, an entertainment robot launched by Sony in 1999.



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After leaving Sony, Nobuyuki Idei founded Quantum Leaps Corporation, an executive advisory company he established in 2006. Quantum Leaps aims to enhance Japan’s competitiveness by supporting corporate transformation and creating an open platform to nurture technology-driven venture companies.



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Nobuyuki Idei participated in the World Economic Forum (WEF) at Davos in 2001, taking part in a panel discussion on the future of software driven devices with Bill Gates. Mr Idei also attended the WEF in 2006 as Vice Chairman of the Japan Business Federation (KEIDANREN), a comprehensive economic organisation.

