



Dr. Katsunori Yoshida, Corporate Officer, Shiseido

Katsunori Yoshida, PhD, is Chief Product Innovation Officer (CPIO), and also serves as VP of Cosmetics Research and Innovation Center and Process Engineering Innovation Center. Dr. Yoshida joined the company in 1992 as a basic researcher for material science, particularly colloid and polymer chemistry. After over 10-year experience at Shiseido Basic Research Center, he has built his wide range of career at Skincare Product Development Center, R&D Strategy Planning Department, and International Business Planning Department. He is the former head of Americas Innovation Center in Princeton, NJ, USA. Since 2019 as CPIO, he leads 300 research scientists of formulation, fragrance, package, raw material, and process engineering innovation at Shiseido Global Innovation Center.