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Apple's Japan Marketing Chief Resigns

A successor has not yet been named...

It looks like change is ripe for Apple in Japan... Yoshiaki Sakito, Vice President of Marketing, and one of the company's top Japan executives, has decided to step down. Sakito resigned Monday, after reaching an agreement with Apple, agreement on which Apple declined to comment. This could be a serious loss for apple as Sakito has been credited with leading a successful marketing push for Apple's iPod portable digital music player in Japan. While a successor has not yet been named, Phil Schiller, Apple's senior vice president overseeing worldwide marketing, will replace Sakito in an interim position. This change in the leadership of Apple's Japan operations comes at a time when competition in music players may heat up as rivals, such as Sony Corp., that are believed to be planning a big push in portable players. The iPod has been a big success in Japan, as it has in the rest of the world, dominating the market. Sakito was the most visible executive in the iPod's Japan push, and The Nihon Keizai Shimbun, Japan's top business daily, said his departure highlights divisions with the managerial ranks. While it is currently unclear who Apple will be bringing in to replace him, Sakito is said to be planning to start setting up a venture business.