

January 23, 2023

Blue Yonder Appoints Daiju Watanabe as President for Japan Operations

Tokyo, Japan – [Panasonic Connect Co., Ltd.](https://connect.panasonic.com)'s wholly owned subsidiary Blue Yonder Japan Co., Ltd. today announced that Daiju Watanabe has been appointed as Representative Director and President of Blue Yonder Japan, effective January 23. In his role, he will drive the company's management strategy, sales, customer engagement & experience in the Japan market.

Since joining Matsushita Electric Industrial Co., Ltd. (now Panasonic Holdings Corporation) in 1999, Watanabe has worked in Panasonic's domestic and overseas operations in a wide range of sectors, including devices / semiconductor memory, automotive-related, and B2C businesses. Since 2014, he has been involved in the data center storage business working on the west coast of the US where he gained extensive experience in the IT and business solutions fields. Since 2020, when the partnership and collaboration between Panasonic and Blue Yonder started to strengthen, he has been leading the supply chain business strategy within Panasonic Connect, focusing on promoting Blue Yonder business both in Japan and overseas and helping Japanese customers transform their supply chain operations.

"As the strengthening and reform of supply chains becomes a more important point of action in the board rooms of Japanese companies, I am excited to be able to help their transformations from the Blue Yonder side," said Watanabe upon assuming his new position as president. "I am committed to contributing to the success of customers' businesses by leveraging my experience and leadership in solving issues for clients in various industries both in Japan and overseas, and more recently in the IT and business solutions domains with a focus on supply chain management."

"Since the completion of the acquisition by Panasonic in 2021, Blue Yonder has steadily strengthened our management and organizational structure in close collaboration with Panasonic Connect as a group company. Japan is a very important market for us. Based on our strong management foundation, we look forward to maximizing Watanabe's deep understanding of Japanese customers, extensive overseas business experience, and knowledge of Blue Yonder business/solutions to further support the supply chain initiatives of Japanese companies," said Antonio Boccalandro, President, APAC, Blue Yonder. "In recent

years, as the business environment surrounding companies has become increasingly challenging and supply chain issues and disruptions have become more the norm, efforts to build flexible and autonomous end-to-end supply chains are becoming an integral part of business strategy,” said Yasu Higuchi, CEO of Panasonic Connect and Chairperson of the Blue Yonder Board of Directors and Blue Yonder Japan. “In such a business environment, I am confident that under Watanabe's new leadership, Blue Yonder Japan and Panasonic Connect can work together closely to take the Blue Yonder business in Japan to the next level and make a significant contribution to solving our customers' challenges. We thank Mr. Kiryu for his contribution in expanding sales of our solutions in the Japanese market and promoting partnership and collaboration with Panasonic Connect over the past three and a half years as president.”

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About Blue Yonder

Blue Yonder is the world leader in digital supply chain transformations and omni-channel commerce fulfillment. Our end-to-end, cognitive business platform enables retailers, manufacturers and logistics providers to best fulfill customer demand from planning through delivery. With Blue Yonder, you'll unify your data, supply chain and retail commerce operations to unlock new business opportunities and drive automation, control and orchestration to enable more profitable, sustainable business decisions. Blue Yonder - **Fulfill your Potential™** blueyonder.com

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About Panasonic Connect

[Panasonic Connect Co., Ltd.](#) was established on April 1, 2022 as part of the [Panasonic Group's](#) switch to a holding company structure. With roughly 28,500 employees worldwide and annual sales of JPY924.9 billion the company plays a central role in the growth of the Panasonic Group's B2B solutions business and provides new value to its customers by combining advanced hardware, intelligent software solutions, and a wealth of knowledge in industrial engineering accumulated in its over 100-year history. The company's purpose is to "Change Work, Advance Society, Connect to Tomorrow." By driving innovation in the supply chain, public services, infrastructure, and entertainment sectors, Panasonic Connect aims to contribute to the realization of a sustainable society and to ensure well-being for all.

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