



# Satoko Okumura

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Executive Director  
East Japan Railway Company  
Los Angeles Office

Satoko Okumura is the Executive Director of East Japan Railway Company, Los Angeles office.

Satoko joined East Japan Railway Company in 1992, upon graduating from Tohoku University in Japan, and has had a career of over 30 years in the marketing department of East Japan Railway Company.

She is primarily involved in the tourism sector, which aims to increase the number of railway users through tourism and has worked hard to revitalize the JR East regions and create attractive tourist destinations together with local governments and people. As a JR East employee, she also has experience working at local government, DMO (Destination Marketing Organization), and travel agency offices.

Six months after the Great East Japan Earthquake occurred in the northeastern Tohoku region, she was transferred to the Morioka branch in Iwate Prefecture, which was the area most affected by the earthquake and tsunami. There she worked to revitalize tourism in the Tohoku region by operating sightseeing trains and campaigns. She was also involved in the launch of JR East's flagship luxury cruise train "Shiki-shima" as a project member. One year after the Shinkansen was extended to the Hokuriku region on the Japan Sea coast, she became the Hokuriku sales branch director, and she launched a campaign together with the local government and local people, which continues to transport many tourists from Tokyo to Hokuriku.

In April 2022, she was appointed as the first executive director of the East Japan Railway Company Los Angeles office, whose mission is to expand tourism to Japan, and is enjoying her first overseas assignment.

