

Personal Profile
Minoru Usui, President
Seiko Epson Corporation



Ever since joining Epson, Minoru Usui, who became president in 2008, has relentlessly pursued the development and perfection of new technologies that would open up future avenues for Epson.

When Usui began his career with Epson in 1979, printer companies had started to explore new printing systems to replace the impact printers that were prevalent at the time. The encounter between Epson and Usui at the dawn of the inkjet printer age proved to be fortuitous for both.

Usui spent his first few years with the company planning and designing miniprinters for calculators. He then moved on to inkjet printer development. Here, after a long and steady process of experimentation, he became convinced of the huge potential of piezoelectric printing systems, leading him to tackle the challenge of mass producing compact, high-performance print heads built around piezoelectric elements. His efforts led, in 1993, to the successful development of Epson's first commercial inkjet printer equipped with a Micro Piezo print head.

In 2005 he left the printer business to head up Epson's Production Engineering & Development Division, where he was charged with strengthening the company's production engineering and technology. Two years later, in 2007, he was also tapped to head up the Corporate R&D Division, a role in which he applied his broad vision to the exploration of new possibilities and the creation of new businesses.

After being appointed president in 2008, Usui began planning Epson's mid- and long-range growth strategy amid the harsh economic environment that followed the international financial crisis. These plans eventually culminated, in 2009, with the announcement of Epson's SE15 long-range corporate vision. Under this plan, Usui was able to transition Epson to a company capable of generating steady cash flow by focusing on Epson's strengths, by shifting to new business models and product portfolios in existing businesses, by developing new business domains, and by rebuilding the corporate structure.

In 2016, Epson established the Epson 25 Corporate Vision, which set the company's path until 2025, and the Epson 25 Mid-Range Business Plan (FY2016-18), aimed at taking the first step toward achieving the vision. Usui has provided strong leadership as he has sought to make Epson a company that is indispensable to its customers and society by leveraging its efficient, compact and precision technologies to drive innovations in inkjet, visual communications, wearables and robotics.