



David Atkinson  
CEO of Konishi Decorative Arts and Crafts Co., Ltd.  
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Formerly Chief Banking Analyst at Goldman Sachs (Japan) Ltd.

Mr. Atkinson was born in the UK in 1965. He graduated from the University of Oxford after majoring in Japanese Studies. After working for a major consulting firm, in 1992 he joined Goldman Sachs Japan, where he was the first banking analysts to quantify the bad debt problems of Japanese major banks. After being appointed to the position of partner, Mr. Atkinson left Goldman Sachs in 2007. In 2009 he joined Konishi Decorative Arts and Crafts Co. Ltd., an over 300-year-old company that restores major shrines and temples as Chairman. He served as both Chairman and CEO from 2011 until 2014, when he was appointed as CEO.

Mr. Atkinson began to study the tea ceremony at Urasenke in 1999, receiving the chamei (the name bestowed upon a tea ceremony practitioner) Soshin in 2006. He has received numerous awards, including the Zaikai Keieisha (Business Executive) Award (2016), Japan-British Society Award (2017), Ministry of Internal Affairs and Communications 2017 Hometown Development Grand Prize (2018), and Japan Fashion Association Creation Award (2018). Mr. Atkinson has published numerous books, including *New Tourist Strategy* (Toyo Keizai Inc.; winner of the Yamamoto Shichihei Prize and the Real Estate Companies Association of Japan Award); *Shin-Shotoku Baizoron (New Income-Doubling Theory)*(Toyo Keizai Inc.); *Nihon Saisei wa Seisan Kojo Shika Nai! (Increased Productivity Is the Only Way to Restore Japan!)* (Asuka Shinsha); *Sekai Ichi Otozuretai Nihon no Tsukurikata (How to Make Japan the Most Attractive Tourist Destination)* (Toyo Keizai Inc.); *Shin-Seisansei Rikkokuron (New Theory of National Commitment to Productivity)* (Toyo Keizai Inc.); *Nihonjin no Shosan (Can The Japanese Succeed?)* (Toyo Keizai Inc.); and *Kokuun no Bunkiten (Japan at a Crossroads)*(Kodansha Ltd.).

While continuing to act as an advisor to the Japanese Government, Mr. Atkinson is also busily involved in promoting regional tourism through his roles and positions in numerous organizations; he is a member of the Japan Heritage Review Board; a Visit Kyoto Ambassador; a member of the Council for the Development of a Tourism Vision to Support the Future of Japan; a member of the Panel of Experts to Consider the Promotion of Tokyo Tourism; a member of the Administrative Reform Council Revenue and Expenditure Reform Working Group; an advisor to State Guest Houses (Akasaka Palace and the Kyoto State Guest House); special adviser to Nijo Castle; a member of the Tourism Strategy Promotion Task Force, a member of the Project to Fully Enjoy National Parks Expert Committee; and a member of the Committee for the Promotion of Easy-to Understand Multilingual Explanatory Equipment.