

PRESS RELEASE

Junichi Okada plays COO, solving employee troubles

AKKODiS Business Strategy & New Commercial Presentation

Presented “Transformation into consulting company” as part of mid-term management plan

February 22, 2023

Modis Ltd. (Headquarters: Minato-ku, Tokyo; President and CEO: Kenichiro Kawasaki; hereinafter “Modis”), a technology solution provider and group company of the Adecco Group, the global leader in human resource services, held the “AKKODiS Business Strategy & New Commercial Presentation” at the Hilton Tokyo (Shinjuku-ku, Tokyo) on February 22, 2023.

Modis Director and COO Kitahara Presented the Mid-Term Management Plan



Modis will change its company name to AKKODiS Consulting Ltd., and its service brand name to AKKODiS as of April 1, 2023, and be reborn as a consulting firm that provides end-to-end consulting services to support corporate innovation.

Modis Director and COO Hidebumi Kitahara, who is driving this transformation, explained the AKKODiS Consulting mid-term management plan at the presentation. He pointed out that Japan was leading the world in social issues such as declining birth rate/aging population, growing social security expenditures, and issues of nursing care. He then explained that the end-to-end consulting offered by AKKODiS Consulting would provide client companies with the services and resources necessary for transformation, under the management vision, “Transforming Japan into a leading problem-solving country.” He described the company’s ability to offer comprehensive support, from consulting in upstream areas to project development, support for implementation, the reskilling/upskilling of employees, and more, as its strength.

He described the efforts the company was making to transform from the engineer dispatch services offered by Modis into a consulting company—for instance, reforming the HR system towards job-focused employment, employee reskilling, and the establishment of AKKODiS innovation Lab. He also explained that AKKODiS Consulting would provide the expertise cultivated from these drastic, business strategy-based organizational reforms to client companies in the future.

Airing of New Commercial Starring Junichi Okada

This was followed by the airing of a new AKKODiS Consulting commercial starring actor Junichi Okada. In the commercial, Okada, playing the role of a company COO and dressed in a dark navy suit, is seen thinking about the “lost three decades” of economic stagnation in Japan, expressing this through gestures and facial expressions. The gold cube that appears above Okada’s head is meant to symbolize AKKODiS serving as Japan’s new “brain.” This imagery visually conveys AKKODiS’s role as the new “brain” of the “leading problem-solving country” of Japan. The new commercial will begin airing on March 1 in the Tokyo, Nagoya, Osaka, and Fukuoka areas.

Junichi Okada Joins the Talk

After the new commercial was aired, Junichi Okada—the star of the commercial—emerged on-stage, where he spoke about the filming of the commercial, AKKODiS, and more, in a talk. Okada said about being cast in the commercial, “I was delighted and honored that they chose me for this moment, as they were going through this name change and innovation.” When asked about filming, he said, looking back, “I went on-site and everyone there was 100% prepared and ready to go.” He went on, “The site had the same sense of security and reliability as AKKODiS, and I really felt the passion in the company.” There was even a segment of the talk where “COO” Okada gave advice and guidance to employees—a play on the problem-solving consulting services offered by AKKODiS. In response to the employee submission, “I want to expand the scope of my career outside my main job,” Okada revealed how his taking on a range of new experiences in the form of martial arts and combat sports had given him various new perspectives, and ended his advice with some encouragement: “Take on different challenges, and I think it’ll connect to new things, let you create new value.”

Junichi Okada - Profile

Junichi Okada

Actor. Born in Osaka in November 18, 1980. Blood type B. Released his debut CD as a member of the boy band V6 in 1995. Has appeared in numerous TV dramas and movies. Currently a regular member of the TV show “The Profiler – A Life of Dreams and Ambition” (NHK BS Premium) and the radio show “GROWING REED” (J-WAVE). Playing the role of Oda Nobunaga in the NHK historical drama “Dousuru Ieyasu.” His movie, *Hard Days* will be released on May 19 (Fri.).

About Modis Ltd.

Modis Ltd. is a member of the Adecco Group, a global leader in human resource services, and is one of Japan’s largest technology solution providers with over 9,000 engineers and consultants. The combined IT and engineering expertise brings a unique end-to-end solution offering, with four service lines: Consulting, Solutions, Talent, and Academy. Modis contributes to the development of smart industries with its technologies and problem-solving capabilities and strives to realize a society where individuals and organizations can thrive.

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<Modis website> <https://www.modis.co.jp>

<For comments/inquiries about this topic>

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