








Global Consulting Business Group Leadership Team (Effective April 1, 2025)



Global	 Shinichiro Shuda	
Japan	 Akira Kudo	
Americas	 Philip Dalzell-Payne	 Joshua Goff
Europe	 Rob Devlen	
Oceania	 Mat Franklin	
Global Technology Practice	 Satoshi Mihara	

Shinichiro Shuda

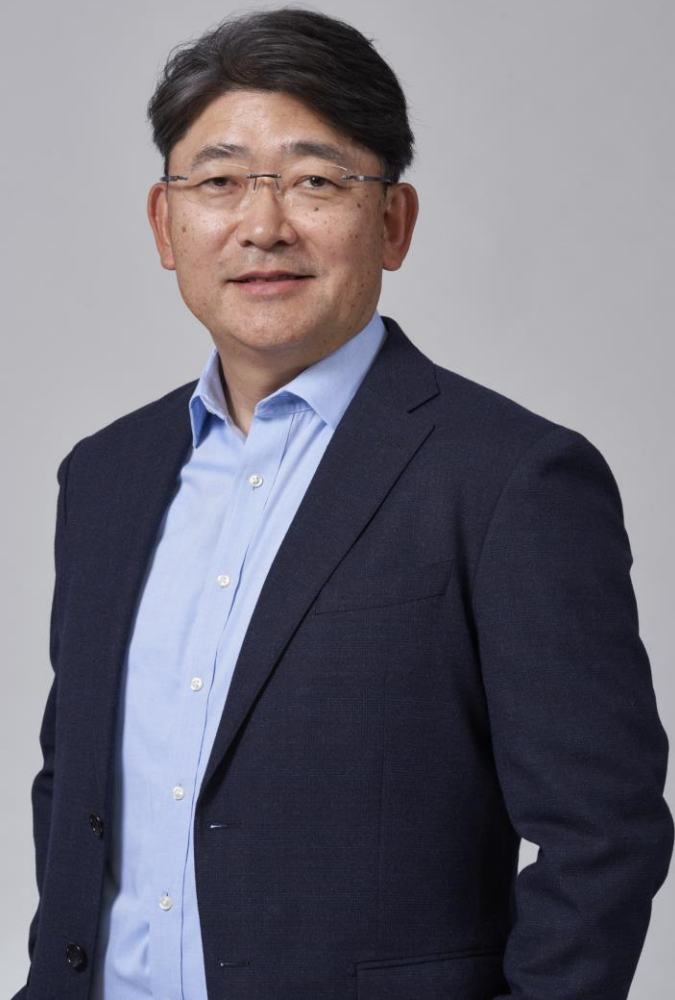
Head of Global Consulting Business Group

Shinichiro Shuda has extensive experience in leading projects from strategy formulation to execution, particularly in the distribution, consumer goods, manufacturing, pharmaceutical, and private equity industries across Japan, North America, and Australia. At Accenture North America, he played a pivotal role in enhancing corporate value through business transformation, operational efficiency, and digital transformation (DX), and has led multiple practices. In addition to his consulting expertise, as Chief Marketing Officer (CMO) for UNIQLO USA, he contributed to the brand's turnaround and the establishment of a growth foundation in Western markets. Leveraging his rich experience in Japan and North America, he drove UNIQLO's growth.

In March 2025, Shinichiro joined Fujitsu, spearheading the global business expansion and organizational transformation of Uvance Wayfinders. He graduated from Brown University (USA) with a B.S. in Engineering.

Career History

- 1993-2000 : SONY CORPORATION, Product Manager
- 2001-2005 : Accenture Japan Ltd, Engagement Manager
- 2005-2008 : UNIQLO USA, Inc. Chief Marketing Officer
- 2009-2025 : Accenture in America, Managing Director, Strategy & Consulting
- 2025- : Fujitsu, Head of Global Consulting Business Group



Akira Kudo

Lead, Japan Unit, Global Consulting Business Group

Akira Kudo built a distinguished career in consulting, making significant contributions to global business transformations. At PwC Consulting, he spent two years at SAP's headquarters in Germany, playing a key role in establishing SAP Japan. He then focused on business transformation consulting for the manufacturing sector, including SAP implementation. Akira held leadership roles as Head of Supply Chain Management, SAP and Electronics Industry divisions. Following IBM's acquisition of PwC's consulting division, he joined IBM Consulting, where he led the launch of IBMiX, IBM's digital transformation consulting business. Building on his success at IBM, as Head of Services at SAP Japan, he drove the SAP service business forward and later helped establish Kyndryl Japan.

In March 2025, Akira joined Global Consulting Business Group, leveraging his extensive experience to drive the expansion and transformation of Uvance Wayfinders in Japan. He graduated from Keio University with a B.A. in Economics.



Satoshi Mihara

Global Technology Practice Lead, Global Consulting Business Group

Satoshi Mihara has a wealth of experience in the financial and distribution sectors, specializing in data strategy development, architectural design for data environments, end-to-end project management and post-implementation organizational design transformation. After holding positions at system integrators in Japan, international IT vendors, and managing business operations in the distribution industry, he joined Accenture in 2007. There, he spearheaded the development of data-driven platforms and initiatives as a Managing Director, providing strategic consulting primarily to the financial and distribution industries.

In June 2024, Satoshi joined Fujitsu, later advancing to the role of Technology Practice Lead within the Global Consulting Business Group. He leverages his extensive technical expertise and experience to drive the global expansion and transformation of technology consulting under Uvance Wayfinders. He graduated from Waseda University with a B.A. in Political Science and Economics.



Philip Dalzell-Payne

Co-Lead, Americas Unit, Global Consulting Business Group

Philip Dalzell-Payne has built an impressive track record at top-tier consulting firms. At IBM, as the Americas Sales Origination Leader, he was responsible for managing a pipeline for all IBM Consulting service lines and industries of two billion dollars in annual consulting services. He also established the Digital Strategy Practice from the ground up as a Senior Partner and Global Leader, generating annual downstream revenue of over one billion dollars in follow-on engagements. Additionally, as the Senior Partner and North America Leader for IBM Digital Strategy, he grew the team to over 150 members. At McKinsey, he launched the Consumer Digital Practice and led digital strategies for industries such as retail, travel, finance, and technology. Philip joined Fujitsu in September 2024 to execute the Uvance Wayfinders growth strategy in the Americas. He graduated with an M.A. from Oxford University and an MBA from the University of Texas.



Joshua Goff

Co-Lead, Americas Unit, Global Consulting Business Group

Joshua Goff has a wealth of experience in successfully establishing and growing businesses in the consulting and technology sectors. At ServiceNow, in his role as a Customer Success Executive, he helped design and build Impact, ServiceNow's highly successful Customer Success Product. He later led customer success teams delivering Impact to several of ServiceNow's largest accounts. At IBM, in his role as Global Partner, he helped build IBM's digital strategy consulting unit and served clients around the world on digital transformation and analytics. At McKinsey, in his role as Senior Expert, he built, led and scaled The Consumer Marketing Analytics Center that provided advanced analytics services to consulting teams throughout Asia-Pacific, and served clients on a range of topics including digital transformation, consumer marketing and analytics.

Joshua joined Fujitsu in September 2024 to execute the Uvance Wayfinders growth strategy in the Americas. He graduated from Stanford University with a M.S. in Civil Engineering



Rob Devlen

Lead, Europe Unit, Global Consulting Business Group

Rob Devlen has a proven track record in consulting and leading major organization transformations over 30 years. He began his career as a PhD scientist at the Max Planck Institute in Germany before moving into general management in manufacturing. At Hewlett Packard he was the lead consultant for large technology transformation programmes for customers across public and private sectors. After joining Fujitsu, he drove significant growth in the Business Consulting group within Europe. As the Head of Strategy in the Europe leadership team he has led major transformations to reshape the company's services business for improved market competitiveness.

Rob will use his experience to drive the expansion and transformation of Uvance Wayfinders in Europe. He graduated from Brown University (USA) with a Ph.D. in Physics.



Mat Franklin

Lead, Oceania Unit, Global Consulting Business Group

Mat Franklin drives transformative digital outcomes for businesses and governments through a team in Oceania of 500+ specialists in cloud, security, data and AI, and enterprise solutions. Prior to Fujitsu, Mat founded MF & Associates, a rapidly scaling and award-winning consulting firm recognised as a diverse and inclusive "best place to work". He provides organisations with a proven track record of delivering significant operational and cultural improvements. In the public sector, key projects have included the recovery of a \$170m program at the Department of Defence, and remediation of critical risks at the National Disability Insurance Agency. Mat also authored the Defence Innovation Strategy for 5,000 technology employees.

Mat will implement the Uvance Wayfinders growth strategy of the Global Consulting Business Group starting in April 2025. He graduated from Harvard Business School with an Executive MBA (PLD17).

