






Uvance Wayfinders

Leadership Team (Effective April 1, 2025)



Global CEO & Senior Managing Partner	 Shinichiro Shuda	
Head of Japan, Managing Partner	 Akira Kudo	
Co-Head of Americas, Managing Partner	 Philip Dalzell-Payne	 Joshua Goff
Head of Europe, Managing Partner	 Rob Devlen	
Head of Oceania, Managing Partner	 Mat Franklin	
Head of Global Technology Practice, Managing Partner	 Satoshi Mihara	

Shinichiro Shuda

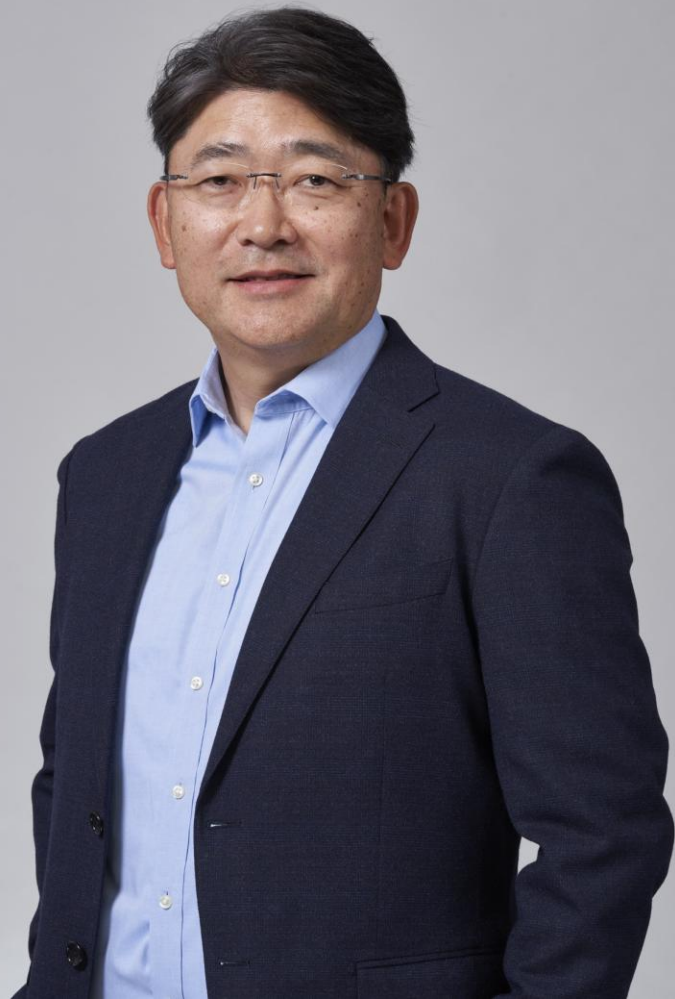
Global CEO & Senior Managing Partner Uvance Wayfinders

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, He 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, Global CEO & Senior Managing Partner, Uvance Wayfinders



Akira Kudo

Head of Japan, Managing Partner Uvance Wayfinders

Akira Kudo built a distinguished career in consulting, making significant contributions to global business transformations. At the predecessor of PwC Consulting, he spent two years at SAP's headquarters in Germany, participating in the establishment of SAP Japan. He then focused on business transformation consulting for the manufacturing sector, including SAP implementation. He held leadership roles as Head of the Supply Chain Management and SAP Divisions. He joined IBM Consulting, where he served as General Manager of the Electronics Industry Division and Head of the Enterprise Applications Division. He also led the launch of IBMiX, IBM's digital transformation consulting business. Building on his success at IBM, he joined SAP Japan as Senior Managing Executive Officer and head of Services. He drove the SAP service business forward. He later contributed to the establishment of Kyndryl Japan in the role of Senior Managing Executive Officer and Chief Strategy Officer.

In March 2025, He joined Fujitsu's 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

Head of Global Technology Practice, Managing Partner Uvance Wayfinders

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, He 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-Head of Americas, Managing Partner Uvance Wayfinders

Philip Dalzell-Payne co-leads Wayfinders in the Americas. He has extensive experience developing and implementing digital strategies for some of the world's most prominent B2C and B2B companies. He combines strategy consulting expertise with deep understanding of technology enabled transformation to deliver accelerated value capture for clients. He serves clients on a broad range of transformation topics and has designed and scaled several prominent AI and Next Gen technology enabled programs. These have included end-to-end functional redesign, as well as defining new operating models for Enterprise-wide transformation. His experience ranges across industries, including Private and Public Sectors. Prior to joining Fujitsu, he led IBM's Digital Transformation Consulting group globally. He also founded McKinsey & Company's digital practice for consumer industries.

He 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-Head of Americas, Managing Partner Uvance Wayfinders

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.

He 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

Head of Europe, Managing Partner Uvance Wayfinders

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.

He 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

Head of Oceania, Managing Partner Uvance Wayfinders

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, he founded MF & Associates, a rapidly scaling and award-winning consulting firm recognized as a diverse and inclusive "best place to work". He provides organizations the empathy to listen, as well as the trust and experience to deliver. In the public sector, key projects have included mission and safety critical engagements across Home Affairs, Australian Taxation Office, Defence and the National Disability Insurance Agency. As a former government executive, He also authored the Defence Innovation Strategy, the Capability Lifecycle Review and contributed to the 2016 Defence Whitepaper. Prior to government service he led a search engine startup and a civil engineering company serving the mining sector in Australia. He has twenty years non executive experience and currently serves on a mixture of corporate, government and NFP boards.

He will lead Uvance Wayfinders growth strategy in Oceania from July 2025. He graduated from Harvard Business School with an Executive MBA (PLD17), the Australian National University with a Masters of Management, and the University of Wollongong with a Bachelor of Computer Science. He is the WIC 2023 Male Champion of Change and his eponymous acquired company was ranked every year in the AFR Fast Starters list and Tech 50 list.

