

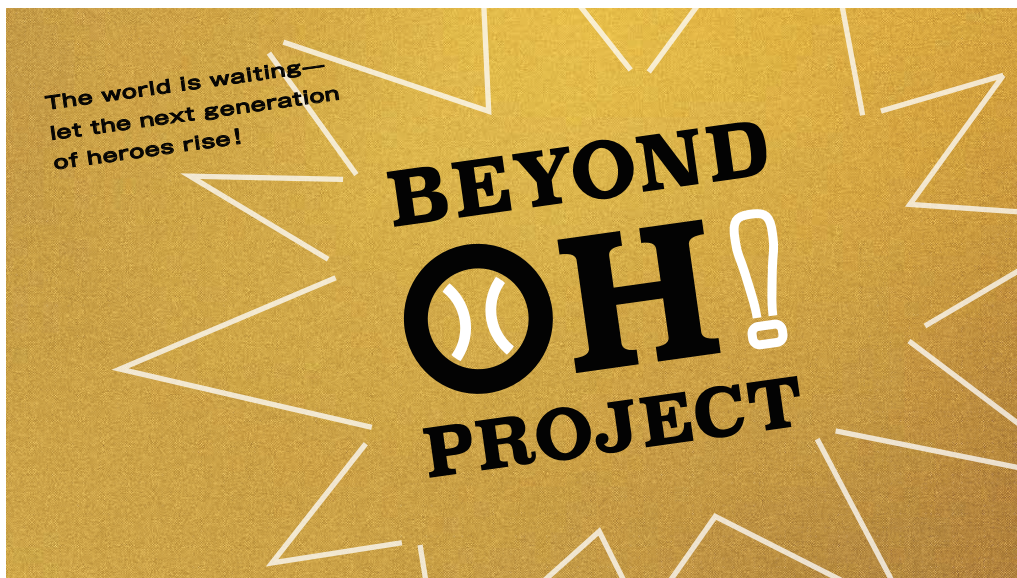
Press Release

**BEYOND
OH!
PROJECT**

June 26, 2025

Japan Baseball Council

**Announcement of the establishment of Japan Baseball Council “JBC”
(Kyushin-kai (球心会))
~Launch of the “BEYOND OH! PROJECT”~**



We are pleased to announce the establishment of Japan Baseball Council “JBC” (Kyushin-kai (球心会)) on May 23, 2025, with the mission of nurturing global heroes from the world of baseball and sports—heroes who inspire dreams and hope in children and captivate audiences around the world, surpassing even legends like Sadaharu Oh and Shohei Ohtani. Looking ahead 50 to 100 years into the future, JBC will work in unison with organizations and institutions across the baseball community, while also engaging in co-creation with a wide range of stakeholders. Under a bold, long-term vision to address fundamental, macro-level challenges, we are committed to driving forward concrete initiatives that will shape the future of sports.

【Organization】

Name :	Japan Baseball Council (JBC)
Establishment :	May 23, 2025
Purpose & Mission :	To shape a future where world-class heroes emerge from the world of baseball and sports, inspiring children with dreams and hope. By uniting organizations and groups across the baseball community, we strive to foster collaboration, nurture talent, and contribute to the sustainable growth of global society
Initiatives :	Promotion and development activities, public relations and marketing, international exchange and market development related to baseball and related sports
Head Office :	Nippon Press Center Building 8F, 2-2-1 Uchisaiwai-cho, Chiyoda-ku, Tokyo 100-0011
HP:	https://kyushin-kai.jp/beyond_oh/

【Governing Structure】

Board of Directors :	CEO	Sadaharu Oh
	Deputy CEO	Hideki Kuriyama
	COO	Miki Umehara
	Board Member	Masanori Kawana
Auditor:		Tomoko Aramaki
Councilors :		Takeshi Okada
		Masayuki Naito
		Katsuhiko Nakamura
		Soichiro Minami
		Hiroko Yamada

【Profile】

CEO : Sadaharu Oh

Chairman of the Board, Fukuoka SoftBank Hawks Corporation

Chairman, World Children's Baseball Foundation

Special Adviser to the Commissioner, Nippon Professional Baseball

Sadaharu Oh is one of baseball's most iconic figures, holding the world record with 868 career home runs. A 15-time home run champion and two-time consecutive Triple Crown winner, he set a new world record with his 756th home run on September 3, 1977.

As a manager, he led the Yomiuri Giants and the Fukuoka Daiei Hawks (now Fukuoka SoftBank Hawks) to three league championships and two Japan Series titles. In 2006, he guided Japan to victory in the inaugural World Baseball Classic.

Since 1990, Oh has championed youth development through the World Children's Baseball Fair, promoting global outreach and inspiring the next generation through the power of sport.

Deputy CEO : Hideki Kuriyama

Chief Baseball Officer, Hokkaido Nippon-Ham Fighters

Born in Tokyo in April 1961, Hideki Kuriyama began his baseball journey at Soka High School and Tokyo Gakugei University before joining the Yakult Swallows as an undrafted player in 1984. He earned the Central League Golden Glove Award in 1989 and retired in 1990.

Following his playing career, he worked as a sports commentator and professor at Hakuoh University. In 2012, he became manager of the Hokkaido Nippon-Ham Fighters, leading them to two Pacific League pennants and a Japan Series title in 2016, earning the prestigious Matsutaro Shoriki Award.

As manager of Samurai Japan, he led the national team to victory in the 2023 World Baseball Classic—their first WBC title since 2009. On January 1, 2024, Kuriyama assumed the role of Chief Baseball Officer of the Fighters, overseeing baseball operations and team-building strategy.

COO : Miki Umehara

Born in Hanamaki City, Iwate Prefecture in 1976, Miki Umehara began her career at IBM Japan, Ltd. in 1999, specializing in systems integration and consulting, and later overseeing M&A and business development at the company's headquarters.

In 2007, she joined Industrial Growth Platform, Inc. (now IGPI Group, Inc.) from its early founding stage, leading projects in corporate transformation, growth support, M&A and post-merger integration, regional revitalization, and investment operations. She also serves as an outside director of a listed company and is a member of a government-affiliated committee.

Board Member : Masanori Kawana

Managing Director of East Asia, Fanatics Inc. / Fanatics Japan

A graduate of Keio University's Faculty of Law, Masanori Kawana began his career at Mitsubishi Corporation and later earned an MBA from the Kellogg School of Management at Northwestern University. He served as the PR Officer for Japan's national team during the 2013 World Baseball Classic and subsequently worked at McKinsey & Company. He currently serves on the board of the Japan Sports Ecosystem Promotion Council. During his high school and university years, he was the student manager of his varsity baseball team

Auditor : Tomoko Aramaki

She is the head of Aramaki Certified Public Accountant Office and holds licenses as both a Certified Public Accountant and a Licensed Tax Accountant. Her previous experience includes positions at Century Audit Corporation (now EY ShinNihon LLC), the Ministry of Economy, Trade and Industry (on secondment), and IBM Japan, Ltd. She currently serves on the supervisory board of Care International Japan, is a member of the Information and Communications Council of the Ministry of Internal Affairs and Communications, and an expert member of the ministry's National Research and Development Corporation Council, among other roles.

Councilor : Takeshi Okada

Chairman & CEO of Imabari Yume Sports Inc.

Vice President of the Japan Football Association (JFA) Chairman of FC Imabari High School

Councilor : Masayuki Naito

Vice President and Executive Director, All Japan Baseball Federation (BFJ)

Councilor : Katsuhiko Nakamura

Born in Nagano Prefecture, he graduated from Nippon Sport Science University and joined Nippon Professional Baseball (NPB) in 1994. After serving in key leadership roles including Head of Baseball Operations, he was appointed Secretary-General of NPB in January 2025, concurrently serving as Head of the Chairman's Office and Chief Baseball Officer.

Councilor : Soichiro Minami

President and CEO, Visional Inc.

A graduate of Tufts University, he began his career at Morgan Stanley Japan Securities and contributed to the founding of the Tohoku Rakuten Golden Eagles in 2004. He founded BizReach in 2009 and now serves as President & CEO of Visional, Inc. He is also a Partner in the New York Yankees ownership group and Chairman of Yatsugatake Agricultural University.

Councilor : Hiroko Yamada

President of the All-Japan Women's Baseball Federation, Executive Director of the Baseball Federation of Japan, Chair of the WBSC Women's Baseball Committee, Director of the Japan Softball Association, Council Member of the Baseball Hall of Fame and Museum, and Visiting Professor at iU.

【Contact】

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