

MURASE Shigetaka
CEO of WILLER, Inc.

Murase founded WILLER Group in Osaka in 1994 with the aim of solving societal issues by transforming mobility to influence the people's travel behavior. In 2005, he launched the Rakuten Bus Service which provided a "marketplace" for the express bus industry in Japan. He started his own express bus operations - "WILLER EXPRESS" in 2006, and the Kyoto Tango Railway in 2015. In 2018, he established WILLERS Pte Ltd in Singapore, a strategic global hub where people and technology gather from around the world. WILLERS Pte Ltd serves as the HQ outside Japan, to create and deliver seamless and convenient new mobility services in the Southeast Asia (SEA) region to enhance connectivity and accessibility. At the same time, he started local subsidiaries in Vietnam and Taiwan and plans to expand the mobility services globally that respond to the ever-changing new lifestyles and travel behavior amidst COVID19. He believes that moving forward, Mobility-as-a-Service (MaaS) will be key in managing commuting demands whilst optimizing the use of limited resources. With the vision to transform mobility and improve how people move around, he has developed a MaaS platform, a new mobility service that integrates various transportation modes, including autonomous driving, with artificial intelligence (AI) to provide mobility on-demand capabilities. These are being launched progressively in Japan and Asia in particular the Southeast Asia countries.