



Tsunekazu Ishihara

President
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Tsunekazu Ishihara was born in Toba City, Mie Prefecture, in 1957 and graduated from the University of Tsukuba Graduate School of Art and Design in 1983. As a producer, he was involved in the development of various video games before founding Creatures Inc. in 1995. A year later, in 1996, he produced *Pokémon Red Version* and *Pokémon Blue Version*. These games became the basis for the development of all subsequent *Pokémon* animated series and products.

Thereafter, Ishihara was the producer for all *Pokémon* video games and also created Japan's first trading card game, the Pokémon Trading Card Game. In 1998, he founded Pokémon Center Inc. (now The Pokémon Company) and became its president. As president of The Pokémon Company, he handles brand management for all *Pokémon* products, including video games, card games, TV shows and movies.