

Corporate Initiatives for Sustainability Growth / Global Marketing & Sales Strategy

Global Marketing & Sales leads growth-driving activities to deliver Hitachi's Social Innovation Business development in global markets by bringing together the combined capabilities of the Hitachi Group for global customers. Collaborating closely with Hitachi regional headquarters and business units so this approach is realized within the Mid-term Management Plan 2024, the function focuses on seven key areas of marketing and sales development, six prioritized growth market segments and partnership development with strategic group customers. It prioritizes a customer-centric approach to growth – responding to and anticipating future customer demand.



Co-creation Account Management

Global Marketing & Sales



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Hitachi's Two Growth Models Led by Global Marketing & Sales

Model 1

- Selecting key global accounts presenting immediate opportunity across the Hitachi Group and a strategic fit to our social innovation goals.
- Planning and execution of group account management for strategic partnership development and co-creation (Lumada) opportunities.

Model 2

- Identifying and pursuing new business opportunities through group level market segment prioritization and development of segment-specific market solutions from Hitachi's portfolio.

Six Prioritized Growth Market Segments



Tech



Financial and Insurance



Facility Management and
Smart Spaces



Mobility










(New) Energy




Mining

Marketing and Sales Transformation – 7 Priorities and Ambition

- 1  Segment strategy & domain expertise
- 2  Solution / Product offering
- 3  Customer experience
- 4  Account management
- 5  M&S people / Talent management
- 6  Performance management
- 7  CRM and tools

Case study

Helping Build a Sustainable Smart City

Hitachi is working in collaboration with NEOM, a giga-project in Saudi Arabia and a key contributor to the Kingdom's Vision 2030 plan, with the goal of delivering a world-first sustainable smart city, fully powered by renewable energy. Hitachi recently signed an agreement with NEOM's energy and water company, ENOWA and Saudi Electricity Company to provide three HVDC projects for a total power capacity of nine gigawatts in support of clean energy provision.  Ongoing engagements are under way to expand the collaboration to meet NEOM's vast sustainable development needs across mobility, manufacturing and energy and deploy Hitachi's digital capabilities to create seamless links between applications and services.

