



Universal Studios Japan Announces  
Upcoming Leadership Change, Effective June 1, 2025

Osaka, JAPAN, Mar 14, 2025, JT – USJ LLC, a subsidiary of Universal Destinations & Experiences, which manages Universal Studios Japan, announces the following leadership transitions, effective June 1, 2025.

Name	New Position	Current Position
JL Bonnier	President, COO, Pacific Rim Universal Destinations & Experiences (Effective Sept 1, 2025)	President CEO, USJ LLC.
Taku Murayama	Executive Vice President & General Manager, USJ LLC. (Effective June 1, 2025)	Executive Officer and Senior Vice President CMO, USJ LLC

JL Bonnier, who has led Universal Studios Japan as President CEO for the past nine and a half years since November 2015, is being promoted to the role of President, COO, Pacific Rim where he will oversee the teams and overall operations of "Universal Studios Japan," "Universal Beijing Resort," and "Universal Studios Hollywood." JL Bonnier started his career as CFO for the Parks division and played a key role during Comcast's acquisition of USJ in 2015. In addition, JL Bonnier directed the creation of USJ's development plan, which helped USJ become the most attended park in Asia and the third highest attended in the world this past year, according to a third party report that tracks theme park attendance worldwide\*.

\* <https://aecom.com/wp-content/uploads/documents/reports/AECOM-Theme-Index-2023.pdf>

Taku Murayama, who has served as Executive Officer and Senior Vice President CMO, for the last five years is being promoted to Executive Vice President & General Manager at USJ LLC to lead Universal Studios Japan. After graduating from a U.S. university and obtaining an MBA from a U.S. graduate school, he began his career as a trainee in the leadership development program at Universal Parks & Resorts in Florida (now Universal Destinations & Experiences). During this, he gained extensive experience in various park operations. Upon the establishment of Universal Studios Japan, he joined the company, taking on responsibilities in park operations and human resources before transitioning into a senior management role in marketing. In this role, he successfully spearheaded the launch of inbound sales initiatives, forged and strengthened partnerships with

major corporations and hotels, and drove transformative business growth. Since 2020, as Executive Officer and Senior Vice President CMO, he has played a pivotal role in navigating the business through the challenges of the COVID-19 pandemic, overseeing swift recovery and business resurgence. He notably led the successful “NO LIMIT!” campaign that helped deliver USJ’s record performance in recent years. He has also been instrumental in establishing the corporate brand and leading CSR initiatives, such as launching a tourism marketing program at Osaka Metropolitan University to foster the next generation of professionals in Osaka’s tourism and entertainment industries. Believing that the company’s success is deeply connected to the growth of the regional community, he remains committed to regional engagement and collaboration, working together to create new opportunities.

As Universal Studios Japan approaches its 25th anniversary in 2026, the company remains committed to its corporate statement: “Energize people and society through the power of super-entertaining creativity.” In collaboration with local communities, partners, guests, and employees, Universal Studios Japan will continue striving for even greater growth.

**Comments from JL Bonnier:**

“I have been at Universal Studios Japan for over nine years and have greatly enjoyed my time in Japan and at Universal Studios Japan. We accomplished a lot and the park is in great shape and very well-positioned to continue its trajectory of being a top travel destination in Japan as well as in the entire Pacific region. I want to thank all team members, guests, partners and our community for making USJ such an amazing place.

I am really happy and pleased that Taku Murayama will be taking over the leadership role at USJ as EVP and GM. Taku has been with USJ since before we opened in 2001. I have worked closely with him and he is a great leader and enormously dedicated to the continued success of Universal Studios Japan.

I believe that our park will continue to thrive and reach new heights under his leadership.”

**Comments from Taku Murayama:**

“I am honored to assume the position of EVP and GM as of June 1, 2025, and have a chance to lead this Destination, which is a strong part of Universal Destinations & Experiences.

Today, our park welcomes an unprecedented number of guests from both Japan and around the world, solidifying its position as the largest theme park in Asia and one of the best in the world. As we celebrate our 25th anniversary next year, we remain committed to delivering inspiring, once-in-a-lifetime experiences that go beyond imagination. I firmly believe in the no limit potential of people, and I want to support creating an environment where potential of each person can flourish.

Together with our dedicated crew, we will continue to take on the mission to be a driving force—not only within the park but also in energizing people, communities, and society to move forward into the future.”

### **About Universal Studios Japan**

Universal Studios Japan is wholly owned by Comcast NBCUniversal. Universal Studios Japan has succeeded in establishing its position as a prominent entertainment and leisure landmark, drawing many guests from distant areas in Japan and overseas. Universal Studios Japan offers world-class entertainment, such as authentic attractions and shows, based not only on Hollywood blockbusters but also popular entertainment brands such as Japanese anime and a variety of seasonal events, entertaining its guests with the world's highest quality entertainment. Through “Super Emotional” and “Super Exciting” experiences made possible only at Universal Studios Japan, all park visitors are given the opportunity to break out of their shells and be “Super Energized” in the “Super Energetic District” that is Universal Studios Japan.

Universal Studios Japan has continued to evolve since its opening in 2001. It has recently accelerated its growth with the launch of world-class entertainment experiences such as The Wizarding World of Harry Potter, The Flying Dinosaur, which soars through the entire Jurassic Park area, Minion Park, and the “Hacha Mecha Ride” where guests are able to enjoy the chaotic antics of the Minions, and SUPER NINTENDO WORLD, where guests can unleash their passion to play in an immersive environment based on world-renowned Nintendo characters and their worlds.

### **About Universal Destinations & Experiences (UDX)**

Universal Destinations & Experiences, a unit of Comcast NBCUniversal, offers guests around the world the most innovative, immersive, and popular entertainment experiences. Our portfolio is comprised of world-class theme parks featuring the industry's most thrilling and technologically advanced attractions, exceptional hotels and resorts, unique merchandise, games, and virtual and live entertainment experiences. We use our rich collection of stories and franchises – from Universal Pictures, Illumination, DreamWorks Animation, and more – to take people to places they couldn't imagine while creating memorable and emotionally fulfilling moments for people of all ages. [Learn more here](#).

## **Bio of Taku Murayama**

### **Career Progression:**

- January 2000: Park Lead Trainee, Universal Parks & Resorts
- November 2000: Park Operations, USJ Co., Ltd
- October 2002: Employee Communications, Human Resources
- April 2003: Manager, Human Resources
- July 2009: Director, Inbound Sales, Marketing & Sales
- April 2012: Vice President, Sales
- November 2013: Vice President, Corporate Marketing Partnership (CMP)
- April 2017: Vice President, CMP & External Affairs
- August 2017: Vice President, Sales, CMP & External Affairs
- November 2018: Senior Vice President, Sales & Partnership
- April 2020: Chief Marketing Officer (Current)

### **External Activities:**

- Director, Osaka Convention & Tourism Bureau (2012 – Current)
- Director, Kansai Association of Corporate Executives (2017 – 2021)
- Member, Osaka Chamber of Commerce and Industry (2017 – Current)

### **Education:**

- Bachelor of Politics, Southeast Missouri State University (1996)
- Master of Business Administration, Webster University (1999)