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**Yoichi “Ike” Yamashita**  
**President**  
**DENSO Manufacturing Athens Tennessee, Inc.**

Yoichi “Ike” Yamashita is president of DENSO Manufacturing Athens Tennessee, Inc. (DMAT). Located in Athens, Tennessee, Yamashita is responsible for overseeing the company’s daily operations.

In 1980, Yamashita first began his career at DENSO Corp. in Japan as a machine and tool designer in the Ignition and Electric Product Manufacturing Division. In 1996, he became manager of the Ignition Manufacturing Division where his focus was machine and tool design.

In 1998, Yamashita became manager of die design and production engineering where he helped manage the start-up of ignition coil production for DENSO. Currently, DENSO produces ignition coils at six locations worldwide, including Athens, Tennessee, and Barcelona, Spain. In 2003, he was promoted to general manager of the Production Engineering Center in the Ignition Manufacturing Division. Later in 2007, he was promoted to director of the Ignition Manufacturing Division.

In 2011, Yamashita was appointed to his current position as president of DENSO Manufacturing Athens Tennessee.

Yamashita earned his Bachelor of Mechanical Engineering from Kyushu University in Fukuoka, Kyushu prefecture, Japan.

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