



Tina Economou appointed managing director for Ricoh Australia

Tina Economou will be the new managing director of Ricoh Australia, effective 1 October, becoming the company's first female CEO. Economou succeeds Yasu Takahashi, who has been appointed deputy head of Global Sales for Ricoh Graphic Communications, and will be based in Tokyo.

In her new role, Economou will lead Ricoh Australia's continued growth and evolution as a workplace technology and managed services partner, continuing its mission of helping customers simplify and improve the way they manage their technology environments.

Economou brings extensive leadership experience across Ricoh Australia, having held senior roles spanning sales, branch operations, government and national leadership. Since joining the company in 2015, she has served as national sales manager, branch manager for Victoria and sales manager for Government in Western Australia.

Most recently, as chief sales and marketing officer, Economou led Ricoh Australia's major customer-facing functions and played an important role in shaping the company's commercial strategy. Her appointment reflects her strong understanding of Ricoh's customers, people and operations, together with her focus on sustainable growth, employee engagement and delivering greater value for customers.

Well known in Australia's commercial print industry, Yasu Takahashi leaves to take a major role in Ricoh's graphics communications business. He joined Ricoh Australia in April 2021, has helped strengthen the company's commercial foundations and market position. His leadership has supported the development of strategically important customer relationships, and Ricoh Australia's continued evolution beyond its traditional print heritage into a broader workplace technology and services business.

"Yasu joined Ricoh Australia at a difficult time and has helped build a strong foundation for the business. I would like to thank him for his leadership and contribution over the past five years," said Kei Uesugi, regional director, Ricoh Asia Pacific.

"Tina has taken on increasing responsibility since joining Ricoh Australia in 2015 and has earned the respect of colleagues through her leadership, commitment and hard work. She brings a deep understanding of the Australian business, its customers and its people, and I have every confidence she will continue to build on the progress already made. I also look forward to the perspective and experience she will bring to our regional senior leadership team."

"Tina's appointment as managing director marks an exciting new chapter for Ricoh Australia," said Takahashi. "She brings a strong understanding of our business, our customers and the evolving needs of the market, together with a clear commitment to innovation, collaboration and growth."