

Michimasa Fujino
President and Chief Executive Officer, Honda Aircraft Company

Michimasa Fujino is the founding president and CEO of Honda Aircraft Company. He also serves as a managing officer of Honda Motor Co., Ltd.

Fujino was fascinated by flight at an early age. He designed, built and sold his concept for the HondaJet to Honda Motor Co. and has been a driving force behind the formation and continued growth of Honda Aircraft Company ever since.

Prior to becoming president and CEO of Honda Aircraft, Fujino rose through the engineering ranks to become a vice president with Honda R&D Americas Inc., and named the large project leader for the HondaJet. In this capacity, he led all engineering tasks from design through experimental verification and flight testing of the proof-of-concept HondaJet. Under Fujino's leadership, the HondaJet received U.S. Federal Aviation Administration Type Certification in 2015 and the company began aircraft deliveries.

Fujino's clean sheet design for an advanced light jet that could achieve both high speed and high fuel efficiency led to the development of key Honda technologies and concepts. Fujino discovered the optimum location for the HondaJet Over-The-Wing Engine Mount configuration. This aeronautical breakthrough was proven to dramatically enhance aircraft performance, fuel efficiency and passenger comfort.

Fujino also developed a new natural laminar flow (NLF) wing and fuselage nose for the light jet, in addition to new application concepts in composite structures that contribute to a lighter airframe. These three innovations combined allow the HondaJet to achieve highest speed, superior fuel efficiency and the most cabin and luggage space over other light jets in its class.

Fujino has been the recipient of numerous international awards and distinctions for his contributions to aeronautical research and design, including the SAE International Clarence L. (Kelly) Johnson Aerospace Vehicle Design and Development Award (2013), International Council of the Aeronautical Sciences Zhukovsky Award for Innovation in Aeronautics (2014), American Institute of Aeronautics and Astronautics (AIAA) prestigious Aircraft Design Award (2012), Japan Industrial Designers' Association Design Museum Award (2011), and Aviation Week and Technology's Vision Award (2008). His extensive research and theories on aircraft configuration design, advanced aerodynamics and aeroelasticity have also been published in numerous technical and academic journals, and he holds several patents for aircraft design.

Fujino joined Honda R&D Co. Ltd. in Japan in 1984 after graduating from Tokyo University with a degree in aeronautical engineering. He resides with his wife and three children in Greensboro, North Carolina.