



## Hiroshi Matsuoka :

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Hiroshi Matsuoka is a Chief Analyst in Insurance Research Department of NLI Research Institute.

In 1981, he graduated from Faculty of Law of Kyoto University and entered Nippon Life Insurance Company.

After he worked in Yokohama branch, Investment Planning Department, and Corporate Planning Department in Nippon Life Insurance Company, in 1994, he transferred to NLI Research Institute as Chief Analyst, and has continued up to the present day.

He studies the life insurance market of U. S. and UK mainly.

The focus of his research is the issue that Japanese life insurer must cope with. And he is now interested in digital transformation and advances in medical technology.

He wrote "Life Insurance in Japan" (Nikkei ) in 2011.