

## Shugo Yanaka

Professor and Dean, Department of Global Management, Faculty of Business Administration and  
Professor, MBA Program, Graduate School of Business, BBT University

Founder, INSPIRE inc. -Local Innovator Platform-

*Combines experience as a creative director with a background in strategy at an international consulting company. Has a substantial record in setting up social businesses focused on regional revitalization and international cooperation. Specializes in leveraging marketing techniques in business development.*



Originally from Shizuoka Prefecture, Shugo Yanaka graduated from the Faculty of Policy Management at Keio University and subsequently successfully completed master's programs at Keio University's Graduate School of Media and Governance and the Department of Urban Engineering at the University of Tokyo's Graduate School of Engineering. Having first embarked on activities as a creator while still at school, Yanaka subsequently built up a solid track record in marketing, serving as creative director for Under Armour and a number of other startups. He went on to tap into this experience in NGO and NPO management, as well as in roles at the Matsushita Institute of Government and Management and international strategy consulting firm Booz Allen Hamilton before taking up his current post. Based on an idea he had as a 10-year-old, Yanaka began undertaking practical urban development activities and set up INSPIRE, Japan's largest local innovator platform. His strengths lie in leveraging open innovation to develop businesses focused on urban development that revitalizes local communities. Over the course of his career, his roles have included founder and general producer of "Michi-no-Café", a post-disaster reconstruction support project involving Starbucks, Canon, and the Matsushita Institute of Government and Management; founder, first executive committee chairman, and general producer of the "machiten" Regional Development Design Expo; and general producer of the Ministry of the Environment's "Good Life Award". In addition, Yanaka serves as a professor at BBT University, including for its graduate school MBA program; lecturer at the Cabinet Office's Regional Revitalization College; course director for the "BBT-R" local startup training course; and director-general of "Tomioka Media Lab". He is a JICA Official Supporter and has experience both as a TED curator and as a facilitator for other conferences.



**Gave a lecture at Ashoka U, where educators on social innovation from around the globe gather. Shared BBT University's educational practices.**



**Participated in a panel discussion on social innovation at Stanford University. Worked with the d. School.**