

Lunchtime Event: Mercari U.S.

February 22, 2023

Room 670, Kravis Hall, Columbia Business School



Featuring:

John Lagerling, CEO and Chief Business Officer, Mercari U.S.

Main Organizer:

Japan Business Association (JBA), Columbia Business School

Sponsored by:

Center on Japanese Economy and Business (CJEB), Columbia Business School

Mr. Lagerling spoke virtually, answering student questions and discussing the work at the marketplace app Mercari, which was founded in Japan in 2013 and became the first unicorn company to go public in 2018. He spoke about policies that entrepreneurs should keep in mind, the leadership required to scale a business, the difficulties in scaling a Japanese business in the United States, and Mercari's vision for success in the U.S. market. The event was only for Columbia Business School students.