

Building a New Business in Japan: How Uber Eats Japan Went from an Unknown Startup Business to a Market Leader with Top Brand Recognition

November 3, 2022

Room 820, Kravis Hall, Columbia Business School



Featuring:

Yukiko Muto '12, Former President, Uber Eats, Japan

Moderator:

Dr. Yumiko Shimabukuro, Faculty, School of International and Public Affairs, Columbia University; Co-Founder, Japanese Management Leadership Program, Center on Japanese Economy and Business (CJEB), Columbia Business School

Ms. Muto spoke about her career history and future path, covering how to maximize happiness, East Asian empowerment, and ways to strengthen Japanese professionals' capabilities. She also discussed the importance of global standardization and identified the "most" critical localization needs. She shared insights on how to make a "bold," but "reasonable" move swiftly, including how not to miss the right timing/opportunities. She addressed the questions (1) What do the COVID tailwind and headwind mean for businesses? (2) How do you grow a startup into a mature organization? Ms. Muto also spoke about diversity, noting that Team Japan represents 20+ nationalities, and explained how a diverse team could enable rapid growth in Japan. This in-person event was only for individuals with an active Columbia University ID. This lecture was part of CJEB's Japanese Management Leadership Program.