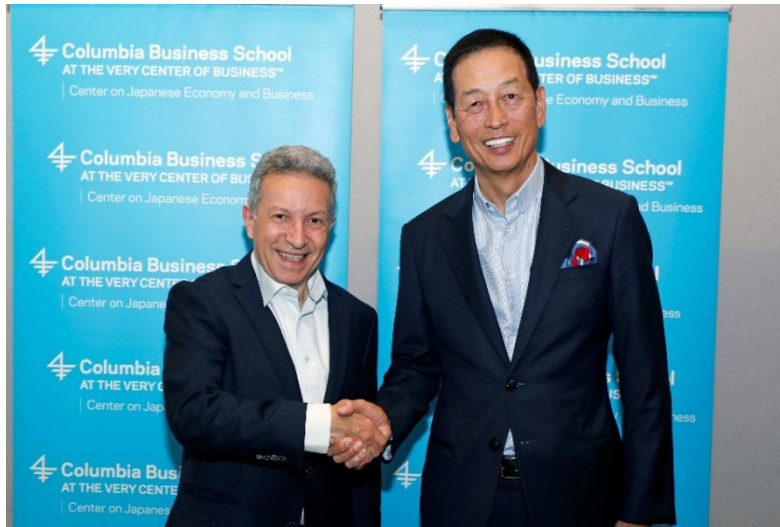


# Globalizing a Japanese Beauty Company with over 150 Years of History: Shiseido's Brands, Innovation, and Human Capital

October 24, 2023

Board Rooms 320 & 330, Geffen Hall, Columbia Business School



*Featuring:*

**Masahiko Uotani '83**, Chairman and CEO, Shiseido Company, Limited

*Moderator:*

**David E. Weinstein**, Director, CJEB; Carl S. Shoup Professor of the Japanese Economy, Columbia University

*Main Organizer:*

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

*Outreach Partner:*

Columbia Beauty Club, Columbia Business School

During the event, Mr. Uotani spoke about Shiseido's 150-year legacy and successes, the company's strategies to build a foundation of sustainable growth for another 150 years, and Shiseido's ambition to become a leading global beauty company by investing in brands, innovation, and human capital as, under Mr. Uotani's leadership, over 70 percent of their sales are overseas. He explained the importance of DEI and globalization at Shiseido and described his take on Japanese women's leadership and career development. He also spoke about his professional history, including his time at Columbia Business School and his journey leading companies such as Shiseido and Coca-Cola Japan to evolve and grow into global companies in the VUCA world.