

# Driving Culture Change at a Large Japanese Multinational Corporation (MNC)

Tuesday, March 4, 2025 | 12:50 – 1:50 PM  
Room 640, Geffen Hall, Columbia Business School



*Featuring:*

**Natsumi Akita**, Senior Executive Officer; Group Chief Branding Officer; Group Chief Culture Officer, Mizuho Financial Group, Inc.

*Moderator:*

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

Ms. Akita explored how Mizuho, with over 60,000 employees worldwide, fosters employee engagement and unites the hearts and minds of its employees across diverse business areas, regions, and cultures. She discussed how Mizuho has undertaken a number of transformative initiatives since she joined the company's leadership team in 2022, sharing her extensive management experience from several global corporations spanning finance and IT. She also spoke about the specifics surrounding efforts to enhance employee engagement and drive cultural change within the organization. This event was part of CJEB's Japanese Management Leadership Program.