

The Secrets of Longevity: Pioneering Global Beauty with over 150 Years of History

Tuesday, December 3, 2024 | 12:45 – 1:45 PM
Room 590, 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

Note:

This event was part of CJEB's [Japanese Management Leadership Program](#).

Mr. Uotani unveiled Shiseido's strategy for sustaining global success for over 150 years, highlighting how the company has maintained its Japanese heritage and core values while achieving 70 percent of its sales overseas. He discussed the power of diversity, equity, and inclusion, emphasizing Shiseido's commitment to fostering women's leadership and career development. Reflecting on his journey as a Columbia Business School alumnus, Mr. Uotani shared how he has navigated leadership in a VUCA world, including his experience guiding Shiseido and Coca-Cola Japan to success amidst a perpetually uncertain environment, leveraging insights from his professional marketing expertise.