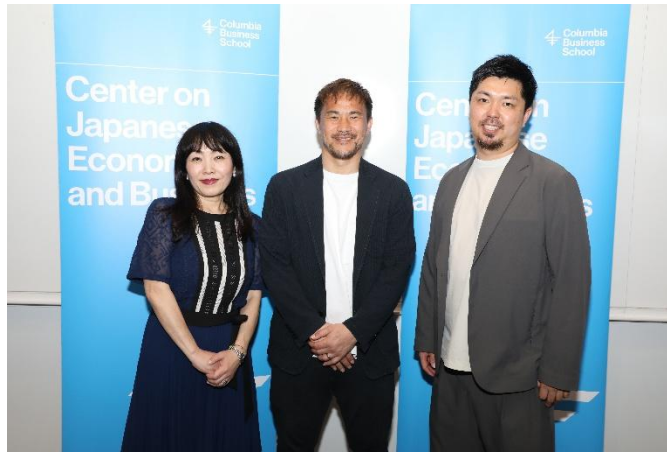


The Business of Soccer: What Leaders and Entrepreneurs Can Learn from the Game

Wednesday, April 15, 2026 | 12:45 – 1:45 PM
Room 620, Geffen Hall, Columbia Business School



Featuring:

Shinji Okazaki, Premier League Champion with Leicester City; World Cup Player; and Manager of FC Basara Mainz

Yusuke Katoku, Founder and CEO, Sporta Japan Corporation

Moderator:

Ryoko Ogino, Managing Director; Co-Founder, Japanese Management Leadership Program, CJEB

Cosponsors: CBS Football Club, Japanese Business Association, and Sports Business Association

Note: This event was limited to Columbia Business School community members and CJEB affiliates.

The speakers shared insights into leadership, teamwork, entrepreneurship, and the evolving business models of professional soccer in Japan and the United States, based on their experiences on and off the pitch. The discussion highlighted lessons that business leaders and entrepreneurs can apply—from building high-performing teams to navigating the dynamic global business scene. Mr. Okazaki represented Japan at the 2008 Olympic Games, as well as several AFC Asian Cups, FIFA World Cups, and Kirin Cups. Internationally, he earned 119 caps for Japan and scored 50 goals, making him the national team's 3rd highest all-time leading scorer.