



"Culture Eats Strategy for Breakfast": Business Turnaround of Apple and McDonald's Japan

2018. 10/29

TIME

19:00~21:00

PLACE

University of Tsukuba,
Tokyo Campus

Free Admission

MBA-IB SPEAKER SERIES

Speaker

Mr. Junichi Kawaminami



Junichi Kawaminami has been engaged in Marketing and Communications of consumer businesses. At Apple he worked in Steve Jobs' Worldwide Marketing Communications team after Steve's return to Apple in 1996, executing Apple's strategic Marketing initiatives, including the "Think different" brand campaign and the iMac launch.

After moving to McDonald's Japan in 2004, he led Marketing programs and drove its remarkable business growth under former CEO, Mr. Harada. He supported revitalizing McDonald's brand in 2015 through 2018 as Executive Communications Director through its challenging time with Sarah Casanova, present CEO.

Kawaminami earned his bachelor's degree from Doshisha University and MBA from Arizona State University.

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