

# STICERD

Japanese Studies Programme

## **Conversation with Haruno Yoshida on Gender, Business and Entrepreneurship in Japan**

Date: **Wednesday, 11<sup>th</sup> November, 2015**

Time: **16.30-18.00**

Place: **Room 32L.3.05 (Morishima Room)**

(see <http://www.lse.ac.uk/mapsAndDirections/campusMap.pdf>)

Speaker: **Haruno Yoshida, President and Representative Director at BT Japan Corporation**

Haruno Yoshida is one of a very small number of top female executives of large corporations in Japan, and was recently appointed as the first female Vice Chairman of the Board of Councillors of Keidanren, the Japanese employers' association. She has had a long career in the global communications industry and is a frequent presenter on issues of diversity and inclusion in the workplace. A brief bio is attached. At LSE Haruno will give a short presentation on issues of gender, business and entrepreneurship in Japan, and will then respond to questions and issues raised by participants.

We are extremely fortunate that Haruno Yoshida is able to spend time with us at LSE, and hope that you will be able to join us in discussion. The event will be of interest to all concerned with issues of gender in the workplace, in Japan and beyond. Since places are limited, if you are interested in attending please email [j.e.hunter@lse.ac.uk](mailto:j.e.hunter@lse.ac.uk) as soon as possible. Please also note that if you are not a member of LSE we will need to give your name in advance to the reception desk at 32 Lincoln's Inn Fields so that you can be admitted.



# Haruno Yoshida

## President & Representative Director BT Japan Corporation

**Haruno Yoshida is responsible for BT's entire business operations in Japan and is driving BT's growth strategy in this key market.**

Haruno was appointed as President & Representative Director at BT Japan Corporation in January 2012.

Haruno has over 20 years of global experience as a top salesperson in the male-dominated communications industry since beginning her career in this sector in the 1990's while living in Canada. In the globally evolving and dynamic communications industry, Haruno has led large deals with both Japanese and non-Japanese clients in North America and Japan and promoted business globalisation from a customer-centric viewpoint. Prior to joining BT, Haruno was General Manager at Verizon Business, leading the company's Enterprise Sales and successfully penetrating the Japanese market through innovative collaborations with domestic IT partners.

In the 2000's, Haruno was a sales manager for NTT, both in Japan and the US. She supported the global expansion of their business by opening up the Japanese multi-national company (MNC) market in the US and non-Japanese MNC market in Japan.

Haruno regularly presents on diversity and inclusion in the workplace and is a strong advocate of the benefits associated with these practices. She has attracted attention as a new role model for the working women in Japan from her own experience as a working mother and her global perspectives, which she learned through doing business in Canada, the US and the UK.

In June 2015, Haruno was appointed as the first female vice chairman of the Board of Councillors for Keidanren.

She is also a member of Telecommunications Carriers Committee, European Business Council in Japan, and The European (EU) Chamber of Commerce in Japan.

Haruno graduated from Keio University with a bachelor's degree in human science.