

# Women in Japanese Business

## Japanese Business Culture and Systems

Yoshimi Nomura

DNX Ventures

January 30, 2020

# Yoshimi Nomura

---

Director of Partnership Strategy,  
DNX Ventures

- Sales, Corporate Planning, Accounting at Hanwa, a Japanese Trading Firm
- Strategy at startups: Tembusu Healthcare (Singapore) and Wello (India)
- MBA, Ross School of Business at the University of Michigan
- Free time: Enjoy hiking, cooking, tasting good coffee & wine 😊



# Early Life



- President of Student Body at Elementary School, Junior High School, and High School
- Swimmer since 3 years old



Born in  
Kanagawa, Japan



Traveled to 20+ countries



# Career in Japan

Spent 9 years at Hanwa, a Japanese Trading Firm, within which 6 years at Sales at Steel Product Department

## Challenges:

- No role model as a female professional
- Male-dominated world: smoking room conversations, golfing and nomikai
- Success factor: Showing “I can act/drink like a man”
- Jealousy from male coworkers: “She gets more attention because she is female...”



# Life Transformation in the US

## Diversity


- Not only the gender perspective but the variety of perspectives (ethnicity, religion, etc.)

## Inclusiveness

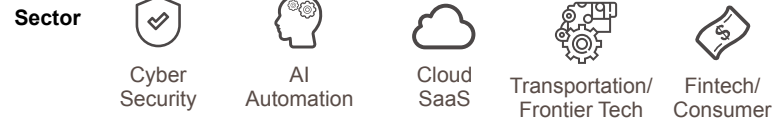
- There are lots of gaps and inequalities, but those make people conscious about inclusiveness



# What I do now - Cross Border VC

Name	
Offices	Silicon Valley and Tokyo
Stage	Early Stage: Mainly Series A and B

50+ Portfolio Companies



<p><b>SI</b></p> <p>Hitachi Solutions FUJITSU THE NEW VALUE FRONTIER KYOCERA 京セラコミュニケーションシステム株式会社 NEC</p>	<p><b>Real Estate</b></p> <p>Developer MITSUI FUDOSAN MITSUBISHI ESTATE</p> <p>Construction SHIMZ</p>	<p><b>Finance</b></p> <p>Banks MIZUHO MUFG</p> <p>Insurance TOKIOMARINE</p> <p>Investment Mgmt. FIRST BROTHERS</p> <p>Credit Card JCB 世界に広がる安心カード</p>	<p><b>Online Marketing</b></p> <p>ADWAYS VALUE COMMERCE</p> <p><b>Transportation</b></p> <p>JR JR東日本</p>
<p><b>Retail/Brand</b></p> <p>POLA ORBIS HOLDINGS TOSHIBA 東芝テック株式会社 CCC MARKETING senshukai</p>	<p><b>Heavy Industries</b></p> <p>IHI HITACHI KOMATSU</p>	<p><b>Material/Energy</b></p> <p>Materials JNC kuraray</p> <p>Water KURITA</p> <p>Energy NAGASE NAGASE &amp; CO., LTD.</p> <p>JXTGエネルギー</p>	<p><b>Electronics</b></p> <p>brother Canon FUJIFILM Panasonic</p>

## DNX Ventures:

- Early Stage VC firm
- Cross Border: US and Japan
- Investments in B2B startups
- Open Innovation for large corporates

## My role:

- Help create partnerships between startups and large corporates (especially Japanese corps)
- Cultural changes from top executives to entry level people at large corps

# If you work in Japan / for a Japanese company

## Have the right expectations for Japanese Business Culture

- Seniority
  - No skip level promotions
- Goal for Japanese companies is “collectively” great
  - You get hired by “the company” not by “the department” or “role”, so you don’t get to choose what to do at the company
- Fluency in Japanese
- Stressful commute

# **If you work in Japan / for a Japanese company**

- Your colleagues can become your family/best friends
- Make sure to have a role-model
- Be the game-changer. Bring in new perspectives and disrupt traditional Japanese business culture!



**Thank you!**