



# KEIZAI

## SILICON VALLEY

US - JAPAN BUSINESS FORUM

*Newsletter – Issue No. 294 – January 2024*

# YOKY MATSUOKA

Distinguished Achievement Award

34th ANNIVERSARY SHINNENKAI

Friday January 26th 2024 5:30 - 9:30 pm



# 34<sup>th</sup> Anniversary Shinnenkai

Join us in celebrating Keizai Silicon Valley's 2024 Shinnenkai (New Year's Reception) on Friday, January 26, at the Palo Alto Hills Golf and Country Club. This year we are honored to award Ms. Yoky Matsuoka, CEO of PanasonicWELL and Yohana, with the Keizai Silicon Valley Distinguished Achievement Award.

Ms. Matsuoka is a highly accomplished executive and technologist with over two decades of leadership experience. She has made significant contributions to many enterprises including Google, Nest, Apple, and Quanttus, where she focused on creating consumer technology designed to create healthier and happier lives. Her diverse background includes academia, where she founded the Center for Sensorimotor Neural Engineering and the Neurobotics Laboratory and received the MacArthur Genius Award for her contributions to robotics and neuroscience.

Ms. Matsuoka will give an acceptance speech and participate in a fireside chat. Phil Keys, Director, Comms and Research at Intertrust and a columnist for the Nikkei Sangyo Shimbun will be the moderator.

We will also be performing our traditional Kagamibiraki (sake barrel opening) ceremony. The Deputy Consul General of Japan, Mr. Kishimori is expected to lead this tradition.

## Friday, January 26, 2024

- Reception: 5:30 – 6:45 (PT)
- Program: 6:45 – 9:30 pm
- Venue close: 10 pm

## Fees

- Early bird (until Wednesday, January 10th 11pm PT): \$75
- Regular registration (until Friday, January 19th 11 pm PT): \$120
- Late registration (until Wednesday, January 24th noon PT): \$175
- Walk-in: \$200

Dress code: Business casual. A buffet dinner will be served.

## Venue

Palo Alto Hills Golf and Country Club  
3000 Alexis Dr  
Palo Alto, CA 94304

# Yoky Matsuoka

**Managing Executive Officer, Panasonic Holdings**

**CEO, PanasonicWELL**

**CEO, Yohana**

Yoky Matsuoka is the Managing Executive Officer of Panasonic Holdings, CEO of PanasonicWELL and CEO of Yohana. PanasonicWELL is focused on building consumer technology products and services to help people live healthier and happier lives. An accomplished executive and technologist, Matsuoka brings more than two decades of leadership experience to her roles. Prior to Panasonic Holdings/Yohana, Matsuoka brought her distinct approach to human centric design to leading tech giants, most recently as a Vice President at Google's Healthcare organization, and before that as Chief Technology Officer at Nest. Prior to Nest, she was Head of Innovation and co-founder of Google X, the company's research and development lab. She has also served in a senior executive role at Apple and was Chief Executive Officer of Quanttus, a wearable health technology startup. Before her work in Silicon Valley, Matsuoka's career began in academia as an endowed professor at Carnegie Mellon University and the University of Washington. During her tenure, she founded and directed the Center for Sensorimotor Neural Engineering and the Neurobotics Laboratory to create devices to restore the human body's capabilities for sensation and movement. Matsuoka received the MacArthur Genius Award for her work in robotics and neuroscience. With this grant she founded YokyWorks Foundation, a non-profit organization dedicated to helping children with physical and learning challenges, focused on removing reading barriers to unlock the potential of every child.



# Silicon Valley – The Next Step

By Joe Quinlan

Two of the highlights of Yoky Matsuoka’s brilliant resume are her involvement with Google Nest and Google X. Google Nest provides various smart home products, like smart thermostats and security systems. Google X (now known as X Development) works on “moonshot” technologies like self-driving cars, package delivery by drones, wind energy from kites, and delivering internet to remote areas like rural India via beams of light. Silicon Valley is known for coming up with new technologies that radically change American life. The list is long: personal computers, the internet, web commerce, social media, streaming, and ride-share apps are some of the milestones. Perhaps the next great challenge for Silicon

Valley is to solve some of America’s greatest problems like homelessness and drug addiction. Currently Los Angeles is using AI software from UCLA’s California Policy Lab to predict who is about to become homeless and then helping them with targeted housing assistance that can carry people through to their next job. As Silicon Valley continues to evolve, this hub of tech innovation can exhibit continued leadership by showing it is in touch with America’s greatest needs.



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## AI x Investing:

### Shaping the Future of Investments

On October 4th 2023, Keizai Silicon Valley hosted a joint event with Valuenex and Skadden at the Skadden office in Palo Alto. It was a beautiful evening with clear skies and views all the way to San Francisco from the 14th floor. The hosts welcomed panelists Pramode Chiruvolu of Skadden, Marwan Refaat of Fractal, Andres Perez Soderi of Carya Venture Partners, and Kojoh Atta of Highland Capital



Partners. Aably moderated by Victor Yin and Thierry Uwase of Valuenex, the panelists dove right into the topic at hand. Victor first introduced Valuenex’s cluster mapping technology for making investment decisions. A lot of the evening’s discussion centered around the risks involved with using AI in investing. To begin with, there are client security issues. In particular, some AI companies have gotten themselves in trouble with overly intrusive use of facial recognition technology. In fact, all AI startups have a certain amount of risk, especially in Europe. If a startup bases their application on OpenAI, then they are particularly vulnerable to discontinuation of that service by OpenAI. At the basic level, legally

obtaining data can be a big challenge in AI for investing. Also, more data is not necessarily good data. On a brighter note, the meeting participants were asked to name some areas of optimism in AI. Kojoh Atta mentioned that developing AI in local African languages could become a major field in the future. Enterprise knowledge management and software development were also mentioned as areas that are looking positive for AI. All in all, the evening was a sobering look at what AI can and cannot do, particularly with investment.

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### KEIZAI SILICON VALLEY LINKEDIN GROUP DISCUSSION AND JOB POSTING

Please join the LinkedIn Keizai Silicon Valley Group and participate in group discussions. You can also share and discuss jobs with the members by clicking the Jobs tab after creating a Keizai Silicon Valley Group account. If you have any questions, please contact [jobs@keizai.org](mailto:jobs@keizai.org).

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