



KEIZAI
SILICON VALLEY
US - JAPAN BUSINESS FORUM

PPP Series: Finding Balance & Wholeness in Life & Business

Tuesday | August 27, 2024 | 5:00 PM – 8:00 PM

Event Overview

Join us for an enlightening session with Dr. Stephen Murphy-Shigematsu, a renowned American Japanese psychologist at Stanford University, as he explores the transformative power of mindfulness, compassion, and responsibility in the world of business and leadership. This engaging event will delve into the intersection of mindfulness, mental health, and cultural perspectives, offering fresh insights that can enhance your personal and professional life.

This event marks the final installment of our three-part series "PPP: Planet, Products, and People," focusing on 'People.' In our August theme, "Finding Balance & Wholeness in Life & Business" Dr. Murphy-Shigematsu will discuss strategies for boosting employee well-being and fostering compassion in today's business environment. Additionally, you will have the opportunity to experience Otsuka's newly launched solution, center me™, a guided matcha meditation ritual. (Otsuka, a \$14Bn Japanese total healthcare company, is a global group of companies with a mission to create better health worldwide.) - hosted at Japan Innovation Campus in Palo Alto in collaboration with SACC (Swedish-American Chamber of Commerce), GABA (German American Business Association), Keizai Silicon Valley, and CSPA (California Software Professional Association).

Whether you're a business leader, manager, or aspiring entrepreneur, this event offers valuable tools to help you lead with intention and integrity. Engage in thought-provoking discussions and network with like-minded professionals committed to fostering a more compassionate business landscape. Join us for an interactive discussion and Q&A session, where you can engage directly with Dr. Murphy-Shigematsu and fellow attendees.

Speakers: **STEPHEN MURPHY-SHIGEMATSU** — Clinical & Cultural Psychologist at Stanford University

KOJI YAMADA — Director at Otsuka Innovation CO-LAB

Organizer: **FERNANDO LORENZO** — Research Analyst at VALUENEX

Date: **Tuesday, August 27, 2024**

Door opens & Check-in: 5:00 PM – 5:30 PM

Program: 5:30 PM – 6:30 PM

Dinner & Networking: 6:30 PM – 8:00 PM

Venue: **Japan Innovation Campus**

214 Homer Avenue, Palo Alto, CA 94301

Fees: \$15: Early Bird Discount for first 20 registrations by Friday, Aug 16 (11PM)

\$20: Regular Registration by Sunday, August 25 (11 PM)

\$35: Late Registration by Tuesday, August 27 (Noon)

\$50: Walk-ins (Seats are limited and may not be available)

Food and beverages will be served.

Registration: <http://www.keizai.org>

Featured Panelists & Moderators



STEPHEN MURPHY-SHIGEMATSU, Clinical & Cultural Psychologist at Stanford

Stephen Murphy-Shigematsu is a visionary psychologist, educator, and author who masterfully combines multicultural insights with mindfulness and leadership principles. Teaching at Stanford University, he inspires students and readers alike with his profound understanding of identity and holistic well-being. His acclaimed books, including "When Half Is Whole" and "From Mindfulness to Heartfulness," delve into the complexities of multicultural identity and the transformative power of mindfulness. By blending Eastern and Western wisdom, Murphy-Shigematsu offers a compelling guide to living a balanced, compassionate life, making his work a beacon for those seeking deeper understanding and connection in a diverse world.



KOJI YAMADA, Director, Otsuka Innovation CO-LAB

Koji Yamada, MSc, MBA, is the Director of Otsuka Innovation CO-LAB in Palo Alto, California. With extensive experience in new product development and global innovation strategy, he has worked in the nutritional food industry, focusing on design thinking and managing global processes. Yamada holds a master's degree in business administration from Purdue University's Krannert School of Management and a Master's degree in Biochemistry from Sophia University. His previous roles include positions at Otsuka America, Inc., Otsuka Holdings, and Otsuka Pharmaceutical Company, where he led human resources and new product development initiatives.



FERNANDO LORENZO, Research Analyst, VALUENEX

Fernando Lorenzo is an analytics, management, and strategy expert based in Palo Alto, California. With a strong entrepreneurial spirit, he has a diverse professional background that spans data presentation, public speaking, and research. Currently a Research Analyst at VALUENEX, Lorenzo manages innovation labs in Silicon Valley and provides data-driven insights to Fortune 500 executives and investors. He holds a master's degree in business administration from Harvard University and a bachelor's degree in Cell and Molecular Biology from San Francisco State University. Additionally, Lorenzo has experience in fundraising, having successfully raised millions in crowdfunding and private equity.
