GLOBIS University Announces 16th Alumni Award Winners

Chiyoda-ku, Tokyo — GLOBIS University is pleased to announce the 2020 winners of the 16th GLOBIS Alumni Awards. At the online ceremony, held on Saturday, July 4, during the Asatte Conference, four alumni received awards in two categories: Creation and Transformation.

Each of the four award winners was recognized for his or her achievements in raising awareness of issues within society and their professional organizations, as well as their continued work toward innovation and organizational reform. The rigorous Alumni Award selection process spans various industries to identify alumni who have embodied the philosophy of GLOBIS University, cultivating their personal missions in order to become leaders who create and innovate societies.

The GLOBIS Alumni Award was established in 2005. The Creation category awards business leaders who start their own ventures or otherwise display entrepreneurial excellence. The Transformation category awards those who revitalize existing organizations. All winners hold an MBA or GDBA degree from GLOBIS University and are evaluated on their contributions to society, creation of social value, and display of leadership.

Award Winners

Creation category

Fumiaki Kiuchi (Co-Founder/Director of Makuake Co., Ltd.)
Mr. Fumiaki Kiuchi was awarded in the Creation category in celebration of his entrepreneurial success. He joined CyberAgent in 2009 and co-founded the purchasing platform Makutake three years later. With true entrepreneurial spirit, he managed a wide range of tasks, including business management, after-sales services, bank tie-ups, and new business launches. The result of his efforts culminated in December 2019 when the company was listed in the Mothers on the Tokyo Stock Exchange. Today, Mr. Kiuchi is focusing on his most recent company, Makuake Incubation Studio, which delivers R&D content and tailored products and services. The company is supported by more than 30 companies in the First Section of the Tokyo Stock Exchange, including Sharp, NEC, Shiseido, JT, and Lion. Makuake Incubation Studio adopts a unique approach to the so-called “innovation dilemma” that many Japanese companies face. Mr. Kiuchi receives the GLOBIS Alumni Award for his deep commitment to service development and new challenges.

Hiroyoshi Noro (Founder and CEO of DIVE INTO CODE)
Mr. Hiroyoshi Noro was awarded in the Creation category in recognition of his global commitment to social issues and leadership. He was 29 when he got his big break at Works Applications Co., Ltd, where he developed his problem-solving skills and reached an epiphany that came to shape his career: “Anything that can be thought of can be done.” In 2017, Mr. Noro founded his own company, DIVE INTO CODE, with the purpose of helping budding engineers fulfill their potential in an industry sorely lacking their qualifications. DIVE INTO CODE delivers Japanese IT education to the world. In August 2017, the company launched an IT Engineering program in Rwanda. Mr. Noro built a school management system from the ground up together with Rwanda ICT Chamber, which has since produced 19 graduates. He receives the GLOBIS Alumni Award for his unfailing spirit as a manager and commitment to social issues around the world.
Transformation category

Obara Nanae (Chief Marketing Officer, AXA Insurance Co., Ltd.)
Ms. Obara was awarded in the Transformation category for her outstanding achievement in digital strategy implementation and marketing. She is the second recipient to ever receive the Alumni Award from the English MBA program at GLOBIS. She started her career as a brand manager for consumer goods, but quickly climbed the corporate ladder by delivering consistent value, increasing product sales, and instigating digital transformation. In 2014, she joined AXA, where she continues to develop media and branding strategies that enhance the user experience on digital platforms. Pet insurance contracts doubled thanks to her attentiveness to customer needs—just one of her many achievements. In 2019, the company’s TV commercials ranked among CM Research Institute’s “top 10 commercials that moved customers.” Ms. Obara was promoted for her commitment to in-house digital transformation. She receives the Alumni Award for leading in digital marketing, UX, and CRM, as well as leadership efforts that have put her at the top of her field.

Shiego Kagami (Corporate Planning Division Executive Officer, President & CEO KADOKAWA Co., Ltd.)
Mr. Shiego Kagami was awarded in the Transformation category in recognition of his distinguished career in business innovation. His extensive experience in managerial positions at global companies was preceded by a successful career in engineering and IT. In 2017, as CIO of Dwango Co., Ltd., he led a large-scale infrastructure reform over the course of just one year that solved long-standing issues and overturned a revenue deficit. In 2019, he successfully executed a DX project for KADOKAWA Co., Ltd. as executive officer, after which he was appointed to lead the digitalization strategy of the group as president and representative director of KADOKAWA Connected Co., Ltd. Mr. Kagami created synergies with Dwango, and strongly advocated the use of big data, machine learning, and AI. His contributions to the business world extend beyond KADOKAWA Group, including the establishment of a DX consulting service to help Japanese companies digitalize. He receives the GLOBIS Alumni Award for his forward-thinking and visionary attitude, which marks him as a truly great leader with a lasting positive impact on the business world.

About GLOBIS University

Founded in a small rented classroom in 1992 by renowned entrepreneur Yoshito Hori, GLOBIS University has grown to become the largest business school in Japan. With the principles of fostering skill development, a professional network, and a personal mission, the institution is committed to developing visionary leaders who create and innovate societies. GLOBIS University boasts a vast international faculty and five main campuses in Japan, with aims to become Asia's No. 1 MBA. The Part-time MBA in English was launched in 2009, the Full-time MBA in 2012, and the Online MBA in 2017. GLOBIS University continues to expand its curriculum with course offerings in digital technology and entrepreneurship, promoting business mastery for an age of global innovation.
**GLOBIS:**
- GLOBIS University
- English (Part-time & Online MBA, and Full-time MBA)
- Japanese (Part-time MBA and Online MBA)
- GLOBIS Corporation
- GLOBIS Executive School
- GLOBIS Management School
- Corporate Training
- GLOBIS Insights
- GLOBIS Unlimited
- GLOBIS Capital Partners
- GLOBIS China
- GLOBIS Asia Pacific Pte. Ltd.
- GLOBIS Thailand Co. Ltd.

**Other activities:**
- G1 Institute
- KIBOW Foundation

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