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▪ Innovation & competitive strategy consultant



Topics

- Future
- Government
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Morinosuke Kawaguchi is a leading innovation and competitive strategy consultant. He advises many of Japan's biggest corporations, and assists companies in a wide range of industries. He is an authority on technology & innovation management, market strategy, product engineering, and intellectual property management. Kawaguchi is the inventor of the Morinoske Subculture-driven Innovation Model, which he applies to both his consultancy and educational work.

In 2014 Morinosuke has been Engaged in the Japanese Government's science and Technology policy-planning Process while Working with The National Institute of Science and Technology Policy (NISTEP), a National Research institution under the direct Jurisdiction of the Ministry of Education, Culture, Sports, Science and Technology (MEXT).

From 2002-2013, he was principal and associate director at the global strategy-consulting firm, Arthur D. Little, (Japan) Inc.. Previously, he worked at the Kansai Research Institute, Inc. (KRI), a Japanese technology-consulting firm. At KRI, he focused on evaluating the marketability of manufacturing technologies, building technology strategy and setting intellectual property strategy. Before becoming an innovation consultant in 1999, he was a Senior Engineer for fifteen years at Hitachi Inc., where he received several Strategic Patent Awards.

He is a sought-after bi-lingual lecturer, and has held workshops at international conferences, government institutions and companies, including TEDxTokyo, Honda, Fujitsu, NEC, Uniqlo, Nissan, NTT, Xerox, the European Institute of Japanese Studies, and Sweden's Annual Growth and Innovation Day "Tillväxt dagen". He captivates his audience with unconventional cases, surprising statistics, and inspiring conclusions. Yahoo! Japan selected his TEDxTokyo lecture as one of the world's top 5 presentation styles, and he is the only Japanese presenter on the list.

Kawaguchi is a visiting professor on the postgraduate program at the Tokyo Institute of Technology, and on the Global MBA course at Doshisha Business School's in Kyoto. He lectures at other universities and business schools around the world, including Harvard University Graduate School of Design, HULT International Business School, the University of Arts London, IED Istituto Europeo di Design, EOI Spain's School for Industrial Organization, and the University of Tokyo.

He is a popular interviewee both in Japan and abroad and has been featured by many international publications, including The Korea Times, WIRED, Germany's Die Welt and Handelsblatt, Switzerland's Basler Zeitung, Italy's Il Sole 24 Ore, and many more.

Kawaguchi is also an award-winning author. His first book, "Geeky-Girly Innovation: A Japanese Subculturist's Guide to Technology & Design" published in

2007, won the prestigious Nikkei BP BizTech Book Award in 2008, given to books that contribute to the advancement and development of technology and innovation. In Taiwan, it was listed among the top ten “Great Technology Management Books 2010”. Kawaguchi’s second book “The World Acclaimed: Made by Japan”, a strategic guideline for world market positioning, was published in 2010.

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