



## A Catalyst bringing together MBAs and Tokyo business

February 10th, 2011

MBA & Executive's Networking Event – GROW. 300 attended.

The innovative entrepreneurs of Catalyst K.K. and Tycoon LLC leveraged their on-line social networks with their business networks into top organizations, Facebook, LinkedIn, Twitter & Mixi, to organize this not-for-profit event putting Tokyo's decision making executive's, from 40 top tier organizations, together with over 200 MBAs striving to make positive change. Close to 300 people came together from all over to exchange ideas, grow their professional networks, find career opportunities and to increase their reach into this pool of multi-MBA program talent.

Here are some of the organizations that attended:

The Tokyo Chamber of Commerce and Industry, General Electric Japan, Dell, Phillip Morris Japan K.K., Giorgio Armani Japan Co., Google Japan Inc., Ernst & Young Shinnihon Tax, , Rolls-Royce, , Accounting Asia, Ernst & Young, Shinnihon Tax, Levi Strauss & Co.Hays, Robert Walters, Wall Street Associates, Spectrum Consulting Japan, The Ukrainian Chamber of Commerce and Industry, Pimco Japan Ltd., Japan Healthcare Network, Ltd., Webnet IT, Tomra, Willam Reed, IBM Japan Ltd., GoodPeople Japan, Space Design, Langley Esquire,ChangeManagement Japan, Tomara, Innovation Network Corporation Of Japan, Tonchidot Corp., Legg Mason, Al Gedison, Quint Wellington Redwood Japan K.K., Human Technologies, Inc., Japan Broadcasting Corporation, Verztec, J-Seed Ventures Inc., Inc., Mitsui & Co., Ltd., SJSK-Japan, Endeavor sbc Co., Ltd. and Sumisho Global Logistics

Over 200 MBAs from MBA programs around the world. Here is a list of just a few of the MBA programs that were represented:

University of Texas, McCombs Business School, Keio Business School, Aoyama Business school, Wharton, Globis, University College Dublin, Ireland, Babson, Carnegie Mellon University, Chicago Booth, MIT Sloan, International University of Japan, Waseda University, Tsukuba MBAIB, Durham, Business School, McGill MBA Japan, Temple University, Waseda NFS, Schiller International University, Open University Business School MBA, Tokyo University of Science, Graduate School of MOT, Bond University, Chuo Graduate School of, Strategic Management, London Business School, Vlerick Leuven Gent Management School, Hosei University MBA, Lancaster University

Management School, Waseda Business School, University of Birmingham, Kobe University MBA, Meiji Business School, 英国国立大学ウェールズ大学 and Otaru University of Commerce

To truly get an idea of how innovative and synergistic this event was take a look at what people had to say:

I've not heard of such global MBA events happening on this scale before in Japan. For a Globally minded MBA and one looking to leverage the true value of an MBA network over and beyond their own Alumni, I recommend getting connected to the Catalyst network and at the very least, keeping an eye out for more events like this one!"

Owner at GoodPeople Japan, Jason Ball

"The MBA's hailed from a variety of programs, and comprised a broad spectrum of nationalities. The crowd was also complimented by a good number of leading executives, representing a wide range of industries, to create an interesting and highly productive networking event. "

COO of Accounting Asia, Christopher Alderson MBE

"The event was more than just a networking opportunity or a chance for MBAs to mingle with corporate decision makers, it was like an oasis of hope and energy. From President of GE to the youngest MBA hopeful, this was a group of doers/thinkers/believers in Japan's willingness to change and step up to the challenges of 2011. I felt a fundamental camaraderie here and will look forward to any future Catalyst event. Catalyst proves truly a master in uniting like-minded players!" Director of Business Development at Space Design Inc., Ruth Jarman Shiraishi

"It was a very successful event having provided real opportunity for qualified people to network. Thank you for providing this wonderful chance!"

President of SJSK K.K., Rieko Sonntag

The CEO of General Electric, Japan, Yoshiaki Fujimori gave an inspiring speech on challenge and growth. His speech could not have been more aptly suited for an audience. His unique and formidable experience and background shared with people that are aggressively pursuing their careers and want to grow, was truly motivating.

MBAs attended for the speech and for the unique opportunity to speak face to face to decision makers of top tier organizations, to network with these people and with MBAs from other programs building future connections and leveraging each other's networks to work together to get to where they want to be. As someone said at the event " We can get a lot further if we act together than if we act individually." In the modern job market and with the adoption of social media MBAs are finding that it is more important to be marketing themselves than job-hunting. This event provided the optimal conditions to do just that. The real focus of this event was to give both MBAs and organizations the chance to align themselves for growth. Catalyst K.K. Is wholly focused on bringing efficiency and effectiveness to MBAs and the organizations that target them.

Orgs had a chance to speak directly to MBA & alumni to increase their reach into multi-MBA programs and learn of the benefits that Catalyst K.K. brings, including the upcoming September 25, 2011 MBA Career Forum. Last year's MBA Career Forum brought organizations the top 20 schools in Japan and this year will deliver MBAs from all over the world via video link so that Organizations can complete first stage interviews at the event. "Catalyst is all about bringing added value and with our Career Forum giving organizations the chance to pre-select candidates for time slotted interviews at half the price of other Career Forums and our website [www.catalystmaster.com](http://www.catalystmaster.com) bringing MBAs the chance to share MBA Quality Research Links, have discussions across borders with MBAs by area of interest and link to each others social media at the touch of a button, I'm confident, that is exactly what we are doing." Damon Mackey, President of Catalyst K.K..

You would be hard pressed to find a better value event. For the total price of 2,000yen MBAs were provided with entry, including 2 drink tickets, The chance to hear the CEO of G.E., Japan speak, the chance to network with CEOs and HR Execs of leading organizations, Mobile phone straps from Ernst & Young, Notepads and brochures donated from Hays recruiting, Pens and folders donated from Robert Walters and gifts from Wall Street Associates as well. There was even a bottle of Moet champagne given away.

Continuing to bring MBAs and executive's together globally, This March 20th Catalyst will provide a totally free connection organized through [meetup.com](http://www.meetup.com) at <http://www.meetup.com/MBA-NetworkTokyo/events/15550385> with executive speakers from the US speaking with the ability to ask questions directly to them, in real time, via the internet.

Any questions or comments, please contact [info@catalystmaster.com](mailto:info@catalystmaster.com)

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