

Seiichi Mizuno

President

Institute of Marketing Architecture Co., Ltd.

Born in Tokyo in 1946.

Graduated from Keio University, Tokyo, Japan: Bachelor of Economics.

Former President & C.E.O. of The Seibu Department Stores Ltd.

Seiichi Mizuno started his career in The Seibu Department Stores Ltd. While he worked as General Manager of The Seibu Department Stores Shibuya, he is credited for the development of the then revolutionary retail business concept for “LOFT” which became the driving force of the Street Culture in Japan. The great success of the new concept enabled Shibuya to establish its identity as “The Information and Trend Center of Japan.”

After resigning as CEO of The Seibu Department Stores Ltd., Mizuno was appointed as a Special Guest Professor at Keio University, where he specialized in social marketing. He also started consulting services in the IT business by introducing the internet browser software firm, Netscape Communications Corporation, into the Japanese market.

From 1995 until July, 2001, he served as a Member of the House of Councilors. During this period, he conducted environmental improvements for venture businesses, and focused upon the importance of social marketing in politics. As a social producer, he has been energetically involved in cultural activities. He influences the design industry in Japan mainly through the activities of Japan Inter-Design Forum, where he has been serving as Chairperson.

Since he established his company, Institute of Marketing Architecture Co., Ltd. in 1995, he has been providing consulting services to international as well as domestic leading companies. He has been involved in numerous large-scale commercial complex and area developments, including the basic concept development of Roppongi Hills and Omote-sando Hills of Mori Building Co., Ltd. as their special advisor. He also provides consultancy services to various

international companies and brands for their launch into the Japanese market, including Hongkong and Shanghai Hotels, Ltd. for The Peninsula Hotel, Tokyo project.

In cooperation with international and domestic funds, he provides consultancy services in restructuring program development, and in finance and marketing to domestic venture corporations. He has been supporting numerous venture corporations and serving as a Director of Tokyo Esports Gate, Inc. since 2020.

In 2015, Mizuno was awarded the “Lithuanian Diplomacy Star” from the Republic of Lithuania for his long and continuous efforts as the Chairperson of the Japan-Lithuania Friendship Association. In November, 2016, he was decorated “The Order of the Rising Sun, Gold Rays with Neck Ribbon” by the Japanese Government.