

[Name] Wolfgang Bierer Germany, 1969	
[Incumbency] - Lecturer at Hosei Business School of Innovation Management, Global MBA program - Founder and CEO of ENDEAVOR SBC K.K. – a consulting firm - CEO of several other companies in Japan	
[Message for students] Innovation in Global Business is becoming more and more the number one strategic factor if companies succeed over long term or not. Innovative processes are important in many areas of today’s corporations, and we will explore the processes and learn about state of the art tools to support the innovation processes in organizations. Since I am from the industry, I will focus on showcasing what works, the challenges and will introduce industry leaders who will give us day to day insights into how Global corporations approach the Innovation challenge. Join me on an exciting journey through the WORLD of INNOVATION!	
[Specialized field] Global Innovation Management, Process Management	
[Class Name] Innovation in Global Business	
[Background] Wolfgang’s 25+ year career includes working for both Japanese and International companies as well as becoming a serial entrepreneur in Japan. Almost 20 years ago he founded his first company in Japan and in the meantime run multiple successful businesses in diverse industries spanning from consulting to retail business. Wolfgang earned his Master of Electrical Engineering from the University Stuttgart and now teaching MBA classes at the St. Gallen Business School as well as Zurich International Business School. He enjoys several sports from swimming, sailing, skiing and is engaged in multiple NPOs in Japan.	

[Main research achievement/Social activity]

- Treasurer of German Charity Fund
- NPO Sailability Tokyo

[Affiliated academic society・association]

- American Chamber of Commerce in Japan, Retail Committee, Vice Chairman
- German Chamber of Commerce in Japan