

Corporate Profile:

Keisuke Murayama

Chief Executive Officer

Yamatogokoro, Inc.

In 2007, Keisuke Murayama established www.yamatogokoro.jp, a B2B website that specializes in consultation services for businesses that concentrates in inbound tourism in Japan. He provided consultation services to hotels, retail firms, catering businesses and local communities. Furthermore, due to his rich experience and expertise in inbound tourism, Murayama has been able to make guest appearances in various media outlets such as the World Business Satellite to impart knowledge and discuss topics related to inbound tourism industry. Murayama also contributes by writing and serializing columns to Nikkei Business Online, which is a cross-media publication that provides business people in Japan with high value-added information on management, technology and life.

Keiseku Murayama was born in Kobe, Hyogo Prefecture, Southern part of Japan. He graduated from University of Wisconsin-Madison. During his college years while traveling to more than a few dozen countries, Murayama grew interested in international communications. After graduation from the university, he served a six month internship in India. In 2000, Murayama had an opportunity to work for Accenture Japan Ltd a world-leading provider of management consulting, technology and outsourcing services. Murayama was engaged in a number of critical projects for the company, such as regional revitalization project and global marketing strategy. He left the business in 2006 and established www.yamatogokoro.jp in 2007 which he currently serves as the Chief Executive Officer.

Recognition:

2007 Awarded “New Youth Economist Award for Chinese, Japanese and Korean” at “First Economic Forum for Chinese, Japanese and Korean youth cooperation”

2013 Elected as “100 Japanese Economists who win in Asia”

Publications:

“Introductory to Japanese Inbound Tourism Business, Guidance to capture the topical inbound business market”(Shoeisha Co., Ltd)

Notable Titles:

Japan Shopping Tourism Organization, General Incorporated Association, Director
Asia Inbound Sightseeing Organization, General Incorporated Association, Director
Kansai Inbound Association, General Incorporated Association, Director (In charge of
Inbound Regional Alliance)
Institute for Japanese Culture Experience and Education, NPO, Director

Media Appearances:

- World Business Satellite (WBS)
- Nikkei MJ
- Nikkei Veritas
- NHK World
- SMBC Consulting Business informational magazine for managers “MiT”
- Daiwa Shoken Information TV Daiwa Business Scope “Capture inbound tourists! New movement for attracting foreign tourists”
- Weekly Hotel Restaurant “Capture the Chinese Inbound” 「中国インバウンドを取り込め」
- Monthly Personal Management March, 2010
- Hokkaido Shinbun
- Kanko Keizai Shinbun
- Weekly SPA
- Nikkei Net Plus
- BSTBS “Global Navi Front” Appearance