

University of San Francisco
College of Arts and Sciences
MA in Sports Management
Statement of Purpose

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With the 2020 Tokyo Olympics fast approaching, it is becoming clear that Japan has not yet taken full advantage of the immense opportunity that this event offers. This is due to the fact that there are comparatively few companies in Japan with expertise in the sports industry, and in particular, in sports marketing and event planning. Therefore, I believe that there is enormous potential for growth and development in these fields, and I hope to become an industry leader by bringing the best practices in sports management and marketing from the US to Japan.

As a college student, I worked part-time at a number of sports venues, and I frequently observed a lack of preparation and accommodations that reflects the underdevelopment of Japan's sports industry. For example, I worked as a staff member at a friendly game held at the Tokyo Dome between two MLB teams. Despite the fact that the game included many foreign visitors, few staff members could speak English. In addition, the venue featured seats that were often too small and the food selection was too narrow and catered almost exclusively to Japanese tastes, including only ramen or hamburgers.

I also had the opportunity to observe the many inefficiencies facing Japanese sports management. When I worked as an assistant manager at a game for Club World Cup at Nissan Stadium, there were more than 500 part-time staff members hired for this game, but most did not understand their tasks and we did not have adequate time to train them. Because the stadium relied on part-time workers, it invested little in their training and preparation. I believe that this lack of professionalism at sports venues negatively affects the popularity of sports events in Japan, which is why most people stay home and watch games on television.

Since graduating, I have gained experience planning, managing and evaluating events for my company, Hitachi Solutions. I organized seminars and exhibitions to sell cloud services, and I was

responsible for planning our seminar agenda, analyzing target companies and managing events. I was involved in every aspect of event execution, from preparing the content for our seminars to contacting industry leaders like Trend Micro and Amazon to invite speakers. During seminars, I managed everything from start to finish to ensure that every aspect, from the venue preparation to the order of speakers, ran smoothly.

Running these events, I realized that I could apply my experience in event management and execution to the Japanese sports industry to help promote and popularize live events and other sports products. I believe that this kind of professional expertise, combined with practices imported from the American sports industry, could revolutionize sports in Japan and lead to much greater attendance at sports venues.

With the skills I will gain in graduate school, my short-term goal will be to work in an independent market research and consulting firm in the US such as Chime Sports Marketing, the Leverage Agency, or RTR Sports Marketing. My role would be to help companies identify target markets for their events and products, and provide a suite of services, such as management consulting, marketing strategy implementation, and support services. This may include hands-on support for event planning and execution as well. I especially want to focus my expertise around the use of evolving social media technologies for branding and market development.

In the long term I plan to return to Japan to leverage my experience from the much more developed sports market in the US in order to popularize live sporting events. Currently, Japanese sports fans watch events on television, but they are much less likely to attend games. One solution may be for venues to provide additional attractions and entertainment for attendees. Additionally, Japanese consumers tend not to integrate sports into their lifestyle; for example, compared to the US, few Japanese people exercise regularly. Also, college sports are not nearly as competitive or as well-marketed as in the US. By targeting these areas for marketing and development, we can promote growth in the country's sports industry.

Ultimately, I plan to establish my own sports marketing company and promote the field of sports management in general. Compared to the US, Japan has very few sports marketing companies or academic programs in sports business. By applying the lessons I learn from the US sports industry, I can lead growth in this field in Japan and provide marketing and consulting services for teams and other businesses.

Establishing the sports marketing field in Japan will be an immense task, and I will necessarily need a deep expertise in a number of business and sports-related fields. These include marketing management, market research and event management. I will also need to gain practical experience and contacts within the field through internships. Graduate study abroad will be the best way for me to gain this knowledge while learning about sports industry practices from many different countries and markets.

Given my interests, I know that the USF program offers me an outstanding opportunity to gain both theoretical and practical expertise in sports marketing, management and related fields. Not only will I be able to gain essential skills in leadership, communication and decision-making in the context of the sports marketplace, but I will also learn how to develop an effective business and financial plan that will help me establish my own company in the field. Courses such as Sports Marketing, Event Management & Marketing, and Social Media in Sports will be directly applicable to my future work. I am particularly eager to learn from professors with extensive professional experience in the US sports industry, such as Professors Daniel Rascher and Nola Agha.

Furthermore, by taking advantage of the Internship in Sports Management program, I will be able to directly apply what I learn in the classroom. With its balance of theoretical and practical study, USF's program will provide me with the ideal preparation to break new ground in sports marketing in Japan.