



Press Release

“Her Pivot” Project empowers women in Japanese sports business



Tokyo, June 10, 2021 - Next Big Pivot, a non-profit organization to empower women in Japanese sports business, announced the launch of “Her Pivot” project to provide women working at Japanese pro leagues with free public speaking trainings and opportunities to speak in public.

“Her Pivot” project aims for helping women in Japanese sports business gain confidence to pursue their career goals and take on challenges, and female professionals working with foreign pro leagues and VIPs are expected to speak in the Her Pivot events that will be delivered in the second half of this fiscal year.

Next Big Pivot was established on the occasion of historical integration of Japanese basketball, and has implemented various women empowerment projects including the “FutureFrontwomen” program that was delivered in 2016 and 2018, in NYC and LA around the NBA All Star respectively, to provide Japanese female university students with the opportunities to visit US to learn from female leaders in person with cooperation by the NBA (National Basketball Association), NBPA (National Basketball Players Association), B LEAGUE and other prestigious sports organizations. Also “Sports Business Women’s Day” seminar series have been implemented since 2018 with the half-price seats blocked for women, which successfully made one of the seminars with the highest rate of female participation among sports business seminars in Japan.

“Her Pivot” project mainly targets women working at pro basketball league in Japan and aims to directly contribute to practical achievements: increasing the number of female speakers at sports business seminars specifically. The participation will be also facilitated by pro leagues and teams.



Official Project Website (Japanese Only) : <https://nextbigpivot.org/herpivot>

“Her Pivot” project is the first of its kind in Japan, and for its inaugural year it will be implemented with financial support by RSA, the Royal Society for the Encouragement of Arts, Manufactures and Commerce. The participants are also encouraged by messages of support from eminent leaders of related industries;

“We support “Her Pivot” initiative and are convinced of the importance of empowering women in the world of sports management. Increasing and developing women’s participation in all areas of the game is at the heart of FIBA’s current strategy.”

- *Andreas Zagklis, Secretary General of FIBA*

“The concept of ‘Womenomics’ is about leveraging female talent to generate economic and business growth, and one of the biggest areas of opportunity is the world of sports. Japan possesses a tremendous pool of leading female athletes, and it is critical to empower women working in sports-related industries, and I personally support the mission of Her Pivot because it can help each of these women reach their full potential.”

- *Kathy Matsui (General Partner, MPower Partners/ Advocator of “Womenomics”)*

“The growth of B LEAGUE has been supported by many women, working in various divisions and roles at the league and the clubs, as well as by many female fans, and we recognize the power of women. B LEAGUE supports “Her Pivot” project and expects more women in the sports business can be empowered so they can gain further confidence to better perform at work.”

- *Shinji Shimada, Chairperson of B LEAGUE*

Next Big Pivot Founder and Representative Director Mie Kajikawa commented: “Her Pivot” project provides women in Japanese sports business with the opportunity to step up and lead themselves, best utilizing the assets based on our past achievements, and we are so grateful to start the project with the encouraging messages of support from eminent leaders. We hope this project contributes to changing the current landscape of Japanese sports business with more female leaders on the stage.”

About Next Big Pivot

Next Big Pivot is a non-profit organization in Japan to pursue development of Japanese basketball industry. With the tagline of “Love Basketball, Be a Leader” Next Big Pivot delivers projects and events under three pillars of Women (women empowerment in Japanese sports industry), Social (promotion of social responsibility actions through basketball), and Global (embedding open mindset in Japanese basketball).

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