

Asteria CEO HIRANO Yoichiro (Pina) Becomes Adjunct Professor at Graduate School of Management, Kyoto University

Tokyo -- April 4, 2023 -- Asteria Corporation (Japan listed, Security Code: 3853) announced today that Asteria Founder / CEO HIRANO Yoichiro (Pina) has been appointed as an adjunct professor at the Graduate School of Management (GSM), Kyoto University effective on April 1, 2023.

■ Background and Overview

In 2006, Kyoto University established GSM in Kyoto. GSM has nurtured distinctive professionals who take leadership in a wide range of fields, offering an educational system that bridges cutting-edge management research and specialized practice. Based on Kyoto Valley for Manufacturing and Innovation initiative, which started in 2017, a research and promotion program aimed at turning the Kyoto region into one of the global manufacturing centers has been underway through collaboration between academia and industry involving leading experts from various fields.

Hirano's appointment as an adjunct professor came as GSM is working to become Asia's top-ranked unique business school in advanced research and specialized practical education. He will be teaching "Philosophical Entrepreneurship Research", which is dedicated to the research and development of world-class entrepreneurs, in the position of an endowed chair.

■ Profile

HIRANO Yoichiro (Pina) / Founder and CEO of Asteria Corporation

Hirano, a native of Kumamoto Prefecture, took part in the launch of a software development venture while a student at Kumamoto University's Faculty of Engineering. Later he joined Lotus Development Corporation (acquired by IBM in 1995) and had held key roles in marketing from 1987 to 1998. In 1998, he founded Infoteria Corporation (now Asteria Corporation), which was listed on Tokyo Stock Exchange (TSE) Mothers in 2007. From 2008 to 2011, he taught as a visiting professor at Aoyama Gakuin University Graduate School while staying in his main job. In 2018, the company was listed on TSE First Section. He also serves as CEO of the Blockchain Collaborative Consortium, vice chairman of Advanced IT Consortium to Evaluate, Apply and Drive, director of the Japan Data Management Consortium, director of MIJS, and executive director of Kumamoto Association of Corporate Executives.



■ About Asteria Corporation

Asteria, formerly Infoteria Corporation, develops and sells software and services which connect a variety of in-house computers and devices. Its key product, ASTERIA Warp, is middleware which integrates data in different computer systems without coding. As of end-December 2022, 9,879 companies, mainly large and medium ones, had introduced the product. Another product, Handbook, allows users to carry around materials used for sales activities and meetings as well as product catalogues in electronic files on smartphones and tablets. A total of 1,676 companies and public institutions had adopted the product through end-December 2022.

For more information, visit <https://www.asteria.com/jp/en/>

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