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元駐日英国大使館広報部マーケティングマネージャー

Naoya SANO, Former Marketing Manager, the British Embassy Tokyo

駐日英国大使館やブリティッシュ・カウンシル勤務を通じて、英国の広報文化外交政策（日英外交 150 周年記念 UK-Japan 2008 や 2012 年ロンドンオリンピック、2015 年ラグビーW 杯イングランド大会、GREAT キャンペーンなど）や英国クリエイティブ産業の日本における推進活動を担当した。大使館在籍中、国連世界食糧計画に出向し、国連職員としてグローバル企業との関係構築、NPO 組織のマーケティング等も経験した。現在、青山学院大学総合文化政策学部非常勤講師、4 月より上野学園大学音楽学部准教授。

As former Marketing Manager, the British Embassy Tokyo and the British Council, Mr. Sano played a leading role for strategic implementation, localization and delivery of the UK public diplomacy programs and campaigns such as UK-Japan 2008 to mark 150th anniversary of UK-Japan diplomatic relations, London 2012 Olympic and Paralympic, 2015 Rugby World Cup in England and GREAT campaigns as well as business promotions notably UK creative industries promotion. He also took a sabbatical while working for the Embassy to work for the United Nations World Food Programme (WFP) and built global public-private sector collaboration with Japanese enterprises and gained much of the NPO management experience. He will take up an associate professor position at Ueno Gakuen College of Music from this April in addition to teaching as a part-time lecturer at Aoyama Gakuin University, School of Cultural and Creative Studies.