

Hideki Matsui in the Footsteps of Ruth and Gehrig: Coming to the New York Yankees from Japan— The View from the Player and the Front Office

A discussion of the cultural, business, legal, clubhouse and on-field challenges.



Hideki Matsui

Special Advisor to the General Manager, New York Yankees
Retired MLB All Star and 2009 World Series MVP

Jean Afterman

Senior Vice President and Assistant General Manager, New York Yankees

George Rose '00

Advisor, Pacific Rim Operations, New York Yankees

Moderated by

Hugh Patrick

Director, Center on Japanese Economy and Business, Columbia Business School

Closing Remarks by

David E. Weinstein

Carl S. Shoup Professor of Japanese Economy, Columbia University;
Director of Research, Center on Japanese Economy and Business, Columbia Business School

Wednesday, November 18, 6:00 – 7:30 PM
Room 301, Uris Hall, Columbia Business School

Biographies

Panelists

Hideki Matsui was born and raised in Kanazawa, Ishikawa Prefecture. Hideki was named the #1 pick in the 1992 Japanese amateur draft by 4 different teams but eventually signed with the Yomiuri Giants after they won the lottery pick. During the 10 seasons he played for the Giants, led the team to three Japan Series Championships, and was an All Star nine times and the league MVP three times.

After the 2002 season he was signed as a free agent by the New York Yankees and wore the pinstripes for seven years, being named to the All-Star team twice. His stellar Yankee career culminated in a World Series championship in 2009 when he was also named the World Series MVP, the first Japanese player ever to receive the award. He continued his career playing for the Angels, Athletics and Rays, then announced his retirement after the 2012 season. He received the People's Honor Award in Japan from the Japanese Prime Minister in May 2013 and officially retired as a member of the New York Yankees and the Yomiuri Giants. In another groundbreaking role, Hideki is the first retired Japanese player to have a full-time role in a Major League front office, currently serving as a Special Advisor to General Manager Brian Cashman. In this role he focuses on the Yankees' minor league system and improving hitting with players. He also does numerous corporate appearances and assists the Yankees in their business development efforts with Japanese, Asian and American companies.

Jean Afterman is in her 14th season as the Yankees' Assistant General Manager and fourth as Senior Vice President. She became only the third female to hold the position of Assistant General Manager in Major League Baseball history, and is currently the only woman to hold the title. Ms. Afterman has been an integral part of the Yankees' efforts and operations in Asia. In her first year with the Yankees, she was instrumental in developing the club's relationship with the Yomiuri Giants of the Japan Central League and signing three-time MVP Hideki Matsui.

Ms. Afterman joined the Yankees with a diverse business and legal background, focusing on international sports and licensing with an emphasis on US-Japan matters. Prior to joining the Yankees, she managed her own practice, providing athletic representation and management with a specialization in arbitration proceedings. From 1994-99, Ms. Afterman was General Counsel at KDN Sports, Inc., and handled business and legal affairs for international baseball clients, including Hideo Nomo, Hideki Irabu, Masato Yoshii, Alfonso Soriano and more than 30 Major and Minor League players.

Her contributions and leadership have been repeatedly recognized. In 2010, Ms. Afterman was named by WISE (Women in Sports and Events) as one of the "Women of the Year," and was tabbed by New York Moves magazine as a "Power Woman." Ms. Afterman was named one of the 2004 "Power 100" by the Sporting News, and was selected as one of the "50 Most Powerful Women in New York" by the New York Post in 2003 and 2007. Also in 2007, Ms. Afterman was profiled as one of Crain's New York Business' "100 Most Influential Women in New York Business." In 2008, she was profiled by Forbes as one of the top female executives in Baseball, and in 2013, she was once again profiled on the front page of her hometown newspaper, The San Francisco Chronicle. She is a frequent guest speaker on the topics of women in sports and the business of baseball, having participated in events sponsored by

Major League Baseball, Beyond Sport and WISE, among others. A graduate of the University of California at Berkeley in 1979, Ms. Afterman was the recipient of the Rosalynn Schneider Eisner Prize and the Mark Goodson Scholarship Grant. She received her J.D. from the University of San Francisco School Of Law in 1991.

George Rose'00 is in his sixth year as advisor to the Yankees' Pacific Rim Operations. Along with Ms. Afterman, Mr. Rose has been an integral part of the Yankees' efforts and operations in Asia. In his current role he reports directly to the SVP of Corporate Sales and Partnerships and the SVP and General Manager of Baseball Operations. His role encompasses sponsorship sales and business development with Japanese and Asian companies, as well as assisting the team in scouting and acquiring professional players throughout Asia. He played a key role in the \$175 million acquisition of Masahiro Tanaka in 2014, doing extensive research and information gathering over a 7-year period. Mr. Rose also facilitates trades of Yankee minor league players to other professional teams in Asia, mainly Japan.

In addition to his work with the Yankees, Mr. Rose also works in an advisory capacity to both the Yomiuri Giants and the Yomiuri Newspaper, the owner of the Yomiuri Giants. Both organizations have a working relationship with the Yankees. In his role with the Yomiuri Newspaper he facilitates high-level negotiations with Major League Baseball for events such as the World Baseball Classic and MLB Opening Day games in Japan, as well as MLB Properties merchandise licensing.

Prior to his current role, Mr. Rose was the Director of Pacific Rim Operations for the Yankees and opened and ran the team's Asia office in Tokyo, Japan from 2007-2009, the first-ever office in Asia for a Major League team. Mr. Rose originally started with the Yankees as the interpreter for Hideki Irabu in the 1998 and 1999 championship seasons. Cited in numerous newspaper and magazine articles as a major reason why Mr. Irabu successfully assimilated into the Yankee team, he was credited by Sports Illustrated in its 1998 World Series Commemorative Issue as one of the "10 Keys to '98" for the team with the best record ever.

Mr. Rose is a 1988 graduate of the College of the Holy Cross and received his MBA from Columbia Business School in 2000, graduating as a member of the Beta Gamma Sigma Honor Society.

Moderated by

Hugh Patrick is founder and director of the Center on Japanese Economy and Business, codirector of Columbia's APEC Study Center, and R. D. Calkins Professor of International Business Emeritus at Columbia Business School. He completed his BA at Yale University in 1951, earned MA degrees in Japanese studies (1955) and economics (1957), and a PhD in economics at the University of Michigan (1960). His professional publications include 18 books and some 60 articles and essays including most recently *How Finance Is Shaping the Economies of China, Japan, and Korea* (Columbia University Press, 2013), co-edited with Professor Yung Chul Park of Korea University. During his career he taught courses on economic development, international finance, and the Japanese economy and its development in an East Asia comparative context. Professor Patrick has been awarded Guggenheim and Fulbright fellowships and the Ohira Prize. He is a member of the Council on Foreign Relations. In November

1994, the Government of Japan awarded him the Order of the Sacred Treasure, Gold and Silver Star (*Kunitō Zuihōshō*). He also received an Eagle on the World award by the Japanese Chamber of Commerce and Industry of New York, Inc., in November 2010.

Closing Remarks by

David E. Weinstein is the Carl S. Shoup Professor of the Japanese Economy at Columbia University. He is also the director of research at CJEB, director of the Japan Project at the National Bureau of Economic Research (NBER), a member of the Federal Economic Statistics Advisory Committee, and a member of the Council on Foreign Relations. Previously, Professor Weinstein was chair of the Economics Department, senior economist as well as a consultant at the Federal Reserve Bank of New York, the Federal Reserve Bank of San Francisco, and the Federal Reserve Board of Governors. Prior to joining the Columbia faculty, Professor Weinstein held professorships at the University of Michigan and Harvard University. He also served on the Council of Economic Advisors from 1989 to 1990.

His teaching and research interests include international economics and the Japanese economy. Professor Weinstein earned his PhD and MA in economics from the University of Michigan and his BA at Yale University. He is the recipient of many grants and awards, including five National Science Foundation grants, an Institute for New Economic Thinking grant, a Bank of International Settlements Fellowship, and a Google Research Award. Professor Weinstein is the author of numerous publications and articles.

Center on Japanese Economy and Business, Columbia Business School

Tel: (212) 854-3976 | Fax: (212) 678-6958 | cjeb@columbia.edu | www.gsb.columbia.edu/cjeb
