

TSUKUBA ALUMNI

Senior Corporate Officer,
The Pokémon Company

TANAKA Masami

Advantages of Studying at the University of Tsukuba in My Career and Life

I have taken on various roles at The Pokémon Company. Although I do not specialize in one area, I am currently involved in our administrative headquarters and licensing operations and oversee the recruitment and training of in-house designers. Additionally, I lead branding initiatives through the Pokémon × Art Project.

In 2016, the mobile game app Pokémon GO became a global sensation, dramatically expanding our user base across generations. This success inspired the creation of more opportunities for people to engage with Pokémon in real-world settings, which led to the launch of Pokémon × Art Project. Given Pokémon's distinctive worldview, we invited a diverse group of artists to create works inspired by the franchise. Since then, we have been organizing and hosting exhibitions.

I applied to the University of Tsukuba with the intention of continuing my research on Japanese Americans, which I started in high school. Apart from this project, I undertook a broad liberal arts education, which helped me develop awareness of diverse perspectives and types of information, through a wide range of courses in the natural sciences, social sciences, and the arts. This experience left a lasting impression on me.

My Fondest Memories as a Student

I spent four incredibly fulfilling and intense years on campus and in the city of Tsukuba. Evidently, I enjoyed going out for leisure, but I was eager to explore the diverse experiences offered within the university.



At the venue for "POKÉMON × KOGEI: Playful Encounters of Pokémon and Japanese Craft"
Photo: ARIMOTO Yayoi, Work: SUDO Reiko, "Pikachu's Adventures in a Forest," 2023.
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Pokémon × Art: A Fusion That Transforms Worlds

With approximately 1,600 students in my academic year, I wanted to connect with as many people as possible, so I joined various clubs and activities. I was particularly passionate about the English Speaking Society and frequently stayed up late to prepare materials.

I wanted to maintain connections with everyone regardless of their academic field. Parting ways after graduation was definitely a bittersweet experience for me. Thus, I organized a committee to plan a graduation party for all students in our year. The snow became a concern on the day of the event, but approximately 700 to 800 people were present, and we could say goodbye together.

Message to Students of the University of Tsukuba

As a student at the University of Tsukuba, I encourage you to fully engage with the people you meet and pursue your passion, whether in sports, research, or other areas. After entering the workforce, personal time

becomes limited, so making the most of your time here and truly enjoying it is essential.

The University of Tsukuba offers a wide range of academic fields, from art to medicine. I hope you will take advantage of this diverse environment instead of confining yourself to a narrow area of study. Interact with students from different disciplines and use the numerous available research facilities. This is a unique opportunity to broaden your horizons.

PROFILE TANAKA Masami

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