

Mr. Goki ISHIKAWA
Marketing Director, Asia Pacific
Elsevier, Science & Technology



Current role

Mr. Ishikawa is responsible for managing the product marketing activities of Elsevier, Science & Technology in the Asia Pacific region. He puts strong emphasis in taking the time to communicate closely with Elsevier's current and potential customers in both Academia and Government, which helps him to introduce Elsevier's solutions, identify customer's unmet needs and reflect the feedback to product development processes. Currently, Goki focuses on identifying how Elsevier can further assist Academic customers in their research strategy planning through the new product "SciVal Spotlight", in addition to existing solutions such as Scopus. Goki also takes initiative in conducting discussions with senior government policymakers in Japan, to increase awareness of using quantitative information to enrich government policymaking and funding decisions related to Science and Technology.

Previous professional experience

Goki was a strategy consultant at the Boston Consulting Group prior to joining Elsevier. He has experience in leading projects with clients in medical devices, pharmaceutical, automobile and retail finance industries. Goki started his career in the Japanese government, after passing the 1st Class National Public Service Exam. He was involved in various policymaking, lobbying and funding processes as a central government policymaker for over six years, before leaving the government as Section Chief.

Academic Background

Bachelor of Economics, Tokyo University (1999); M.B.A., Harvard Business School (2006)