

- Name: Erin Hirakawa
- Role & Affiliation: Officer of International Relations at Matsuo-Iwasawa Laboratory, the University of Tokyo
- Bio: Currently a 3rd-year undergraduate student at Waseda University in Tokyo, majoring in Global Political Economy. She was born in Australia to British and Japanese parents, and raised in Japan and Malaysia. She has been serving as Officer of International Relations at Matsuo-Iwasawa Laboratory, the University of Tokyo, leading Matsuo Lab's global expansion. Her recent focus has been on expanding Global Consumer Intelligence, Matsuo Lab's most popular lecture that teaches fundamental data science and AI and its implication on marketing to universities in Southeast Asia, India and Africa. Her recent field experience includes visits to Nigeria, Kenya and South Africa, where she engaged with local stakeholders to explore opportunities for cross-border collaboration in technology and education.