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Nobuyuki Kii started his journey in consumer goods marketing consulting and transitioned his expertise to the senior care sector. He has conducted research in the senior care sector for Japan's Ministry of Health, Labour and Welfare and the Ministry of Economy, Trade and Industry, while also delivering strategic guidance to private senior care businesses. Currently serving as the Group Manager of Aging Innovation at the Japan Research Institute, he is an alumnus of Kyoto University and Kobe Business School's MBA Program