

Matsuno Ayaka

Position/Department/Division/Institution/Organization

Director, Gender Investment and Innovation Department, the Sasakawa Peace Foundation

Country

Japan

Career history

Matsuno Ayaka is the Director of Gender Investment and Innovation at the Sasakawa Peace Foundation. She is currently managing the portfolio that aims to achieve one of the 5 strategic goals of SPF; promoting women's empowerment and gender equality, which includes our flagship initiative, ASIA WOMEN IMPACT FUND (AWIF). AWIF envisions a future where all women in Asia are empowered to reach their full potential. The Fund aims to realize this vision by investing up to 100 million USD to achieve favorable outcomes for women across Asia and to support women entrepreneurs in Southeast Asia.

Ayaka began her career at NHK (Japan Broadcasting Corporation), during which she served as TV Director, and was inspired by the Beijing Declaration and Platform for Action at the fourth World Conference on Women, deciding to pursue a career in International Development.

After receiving her Masters Degree in International Policy Studies and Women and Development, for the next 15 years Ayaka served at UNDP (United Nations Development Programme), ILO (International Labour Organization) and JICA (Japan International Cooperation Agency) in multiple duty stations, promoting and protecting the rights of women, children and migrant workers.

Awards/Publications

National Award by the Royal Government of Thailand for contributing to human trafficking countermeasures (2019)

National Award by the Royal Government of Cambodia for combating child labour in Cambodia (2006)

Areas of expertise

Gender lens investing

Women's economic empowerment

Gender mainstreaming