Rakuten Medical



Minami Maeda

Chief Executive Officer (CEO),
Rakuten Medical, Inc.

Representative Director and Vice Chairman,
Rakuten Medical K.K.

Chairman, Rakuten Medical Taiwan, Inc.

As CEO of Rakuten Medical, Minami is advancing a new treatment modality under the company's mission to conquer cancer, guided also by his personal mission to make society better. Together with the Rakuten Medical team, he is highly dedicated to discovering, developing, and delivering photoimmunotherapy—an innovative drug-device combination therapy based on the Alluminox® platform—to patients worldwide.

Since joining Rakuten Medical in 2017, Minami has demonstrated outstanding leadership and strategic acumen. He has played a pivotal role in establishing a commercial business model, building robust supply chains, advancing drug & device pipeline development, and fostering constructive engagement with governmental and regulatory authorities. Since assuming the role of President in August 2024, he has also demonstrated strong leadership in global fundraising efforts and in advancing the global Phase 3 ASP-1929-381 trial, significantly contributing to strengthening the company's global innovation and business foundation.

Before joining Rakuten Medical, Minami established his business and public policy expertise at McKinsey & Company in Tokyo and Johannesburg. He later served in government roles, including as Chief of Staff to the Minister of Health, Labour and Welfare and in the Prime Minister's Office of Japan.

Minami earned a Master of Public Policy (MPP) from the Graduate School of Public Policy at the University of Tokyo and also studied at Lee Kuan Yew School of Public Policy in Singapore.