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As more women become independent, a broader cycle of well-being and prosperity spreads from households to society. With a strong desire to help women face insecurities related to both health and finances—and transform them into sources of strength that enrich their lives—Jenny Okamoto, president and CEO of Asset Up Design Co., Ltd., launched an education business shaped by her own experiences and professional journey. Here, she speaks about her hope that every woman will take that first step.

Founded in January 2023, Asset Up Design provides education and guidance designed to help people lead richer, more fulfilling lives by addressing both health and financial well-being. The company's primary participants are Japanese women in their 40s and 50s. The online school I operate, Money Hunters' Academy, has drawn significant attention, often reaching full capacity even before enrollment officially opens. To date, we have supported the independence of more than 600 women, with approximately 300 participants each in the fields of finance, and health and beauty.

After studying in the United States, I began my investment career at the age of 24. Over the following two decades, I worked as the only female trader at six foreign-affiliated investment banks, including J.P. Morgan. Based in major financial centers around the world, I managed portfolios for sovereign wealth funds, pension funds and hedge funds, honing my skills on the front lines of global markets while handling trades averaging 10 billion yen (\$63.6 million) a day.

This journey also came with intense stress and significant setbacks. Having lived through those challenges firsthand, I place great importance on communicating in ways that anyone can understand. Because I believe that when women gain financial knowledge they can help shape the future of Japan, I continue to provide education that is closely tailored to each individual. I aim to share real-world insights not found in textbooks, encouraging people to think independently and view finance as something personal. That perspective, in turn, creates a sense of connection with the wider world.

Fundamental assets



The reason I built my business around two core pillars—health and finance—is simple. In an era when people are expected to live to be 100, physical and mental well-being form the foundation of life, shaping how we approach every choice. During the Covid-19 pandemic, drawing on my own experience with eating disorders, I launched educational programs focused on healthy weight management. Seeing participants gradually regain not only physical equilibrium but also confidence reinforced my belief in how deeply people are capable of change.

As I remained active as a trader, I naturally began receiving more and more inquiries about money. What I encountered were people who, despite having accumulated substantial assets, felt anxious simply because they did not know how to manage them. “They are afraid of losing what they have, yet lack the knowledge to feel secure,” I realized. “Perhaps my experience can help ease that anxiety.” Thus my second mission was born.

My approach to investment education goes beyond the simple transfer of knowledge. I explore events as stories—examining why certain news emerges and what forces lie behind market movements—while drawing deeper connections to history, society and everyday life. Rather than accepting ideas simply because someone else has said so, I continually ask, “What do you think?” Developing one’s own perspective allows the world to appear far richer and more nuanced.

Both health and money are often avoided because they feel difficult to grasp. Yet with the right understanding, they are areas that anyone can learn to manage. With the aim of quietly instilling that confidence, I continue to communicate day after day in honest, straightforward language.

Taking the helm

Health and money are major concerns for everyone, yet when these two areas are put in order people gain the ability to steer their own lives. What I aim to create is a learning environment in which people can speak openly about money and truly make it their own. By learning about finance, events happening around the world no longer feel like distant news, but instead become clearly connected to one’s own life and future.



I focus primarily on women in their 40s and 50s because the changes they experience ripple outward to their families and the next generation. I view investments in stocks and bonds as contributions to one’s future self. When conversations about money become a natural part of family life, children develop a tangible sense of connection to society, and their outlook on life itself begins to change.

What I value most is social prosperity that goes beyond individual success. Wealth is something not to be hoarded, but to be circulated. Continuously returning one’s abilities and experience to society is, to me, the essence of true prosperity. I believe that the starting point for a society filled with hope and freedom—one in which those who take on challenges are rewarded—lies in the financial literacy of each individual.