

# **Jon Metzler**

**Lecturer at Haas School of Business, University of California, Berkeley**

Berkeley, CA, US

Expert on strategy for the networked economy, competitive advantage in technology markets, and international business

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## **About**

Jon Metzler is a lecturer at Berkeley Haas, where he teaches on competitive advantage in technology markets, and on international business at the undergraduate and MBA levels. He is also associated faculty for the UC Berkeley Center for Japanese Studies. He has received grant funding from the UC Berkeley Center for Japanese Studies, and from the UC Berkeley Center for Long-Term Cybersecurity. Metzler is also faculty mentor at Berkeley Skydeck, an accelerator for Berkeley-affiliated startups.

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## **Areas of Expertise**

Cybersecurity, 5G Networks, Tech, Telecom and Media Strategy, Sharing Economies and Aging Economies, Competitive Strategy, Models for Corporate Innovation, Business in Japan, Strategy for the Networked Economy, Clusters

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## **Selected External Service & Affiliations**

2015-present: board of directors, Japan Society of Northern California; 2017-2020: board chair, 2007-2015: board of directors, Stern Grove Festival Association, 2009-2017: member, Telecom Council of Silicon Valley, 2005-2009: contributor, Advanced Television Systems Committee, 2005-2009: contributor, National Emergency Number Association

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## **Positions Held**

### **At Haas since 2014**

2014 - present, Lecturer, Haas School of Business 2008 - present: Founder, Blue Field Strategies

2002 - 2010: Director, Rosum Corporation

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## **Education**

### **University of Michigan**

B.A. Japanese & Asian Studies

### **University of California, Berkeley - Haas School of Business**

M.B.A Asian Studies

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