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#### Education

**1999-2001 MIT SLOAN SCHOOL OF MANAGEMENT Cambridge, MA**

**Candidate for MBA, June 2001**

Focus: Business Strategy, IT, Marketing and Entrepreneurship

Member of Management Consulting Club, Media Tech Club, and Asian Business Club

**1988-1992 KEIO UNIVERSITY** **Tokyo, Japan**

**Bachelor of Economics, March 1992**

#### Work Experience

###### 2000 Summer E INK CORPORATION Cambridge, MA

###### Business Development Group

* Analyzed global market trends of electric book, cellular phone, and PDA.
* Recommended product and strategic roadmap, providing future alliances with possible candidates.

**1992-1999 FUJI PHOTO FILM CO.,LTD.** **Tokyo, Japan**

###### Planning & Promotion Section, Consumer Photo Products Department

**1994-1999 Chief, Production Planning Team**

* Developed marketing strategies of the main product, “Single-use Camera”, $500 million annual sales.
* Created comprehensive marketing strategies for new products, organizing regular meetings of representatives from other sections.
* Determined the brand image and positioning of individual designs and features for maximum appeal to target market segments, especially teenage market.
* Analyzed the demand and supply to optimize the balance between production and inventory, collaborating with operation managers in the factories.
* Diversified product designs for wider market appeal, leading design teams, and introduced more than 20 new products annually.
* Organized and designed consumers market research projects, including focus groups, random interviews, and evaluated results.
* Negotiated license rights and fees with character copyright holders, evaluated external design companies’ new product plans, and coordinated promotion strategies with advertising agencies.
* Lead cross-functional product development teams to establish new distribution channels.
* Coordinated with R&D departments to enhance and modify existing products.

**1992-1994 Staff member, Distribution Planning Team**

* Planned pricing strategy to stimulate sales of our strategic ISO-400 film, which had higher quality and lower cost than competitors’.
* Organized and supervised distribution channels in order to make marketing operations more efficient and achieve sales targets, using IT system of the supply-chain.

#### Awards/Personal

* In 1998, received FUJI PHOTO FILM scholarship for MBA study.
* In 1998, received “Nikkei Newspaper’s Yearly Award” for one of the most distinguished products in 1997, “Two Shot Adaptor”, the accessory for “Single-use Camera”.
* In 1997, received “In-house commendation” for “new concept product” from executive manager, Marketing Division, as the team leader of product development team.
* As team manager and race sailor, received Keio University Distinguished Athlete Prize for many excellent results in major sailing races.
* Enjoy traveling, skiing, golfing, swimming, opera, and organizing events.