

# Yuji Harada

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## Education

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### **Northwestern University, Evanston, IL**

Master of Engineering Management

*December 2016* GPA 3.7/4.0

- Projects: Directed market research for startup company Ampy, a wearable motion charger battery manufacturer, to penetrate the outdoor demographic to achieve sales target of 100,000 units
- Selected: Vice Chair, MEM Student Advisory Board & Graduate Student Advisor, Northwestern University Solar Car Team
- Teaching Assistant for Organizational Behavior: Leadership coaching of undergraduate students based on Kellogg School of Management methodologies

### **Purdue University West Lafayette, IN**

B.S. in Mechanical Engineering

*May 2009*

- Selected: Council Member, Purdue Engineering Student Council & Public Relations Officer, Japan Student Association
- University Industry Cooperative Education Program in Engineering

## Experience

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### **Fiat Chrysler Automobiles, Asia Pacific Product Portfolio Strategy**

*Mar. 2016-Aug. 2016*

- Synthesized consumer, market, segment, and competitive trends to define and develop portfolio strategies for Jeep brands to achieve 20% market share Asia Pacific region by 2020
- Successfully pitched business case for a new entry level utility vehicle to market directors and joint venture representatives in China to increase market share within the segment by 10%.
- Standardized new opportunity reporting for market directors of Australia, Japan, and South Korea

### **Honda R&D Americas Ohio Center, Upper Body Design**

*Jul. 2009-Sep. 2015*

- Coordinated feasibility activities with design studio, manufacturing plant, and evaluation group to develop exterior styling that meets target performance with minimal cost impact
- Led weekly cross function meetings between departments to identify, track, and resolve design issues
- Reduced over \$750,000 in tooling cost by increasing shared parts between common platform projects
- Directed information exchange between global team consisting of Japan and U.S R&D centers as well as factories in North America and Asia for the development of 2016 Civic
- Created application guideline of acoustical foam for the 2015 TLX with savings of \$2,000,000 over 5 years

### **Toyota Technical Center, Gardena CA/Ann Arbor MI (CO-OP)**

*2005 - 2008*

- Eliminated over 100 hours/month of work for power train evaluation group by automating the virtual management of customer feedback

## Additional Information

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- Foreign Language: Japanese – fluent
- Proficient in Microsoft Office Suite (Excel, Power Point, Word, Access), CATIA (6,000+ hours)
- Community Involvement: STEM First Robotics Team Mentor
- Awards: Toyota Kaizen (Improvement) Award for automating the analysis of customer feedback