

Junji Horinouchi

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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.