

## **HIDETOSHI SOMA**

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### **Education**

**Feb 2007 MBA** Bond University, Australia / Bond-BBT MBA Program

**Mar 1988 BA** Keio University, Tokyo / Major: Economics

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### **Core Competency**

#### **1. Marketing**

- Established the very first marketing department of JCB. Designed Marketing strategies and plans including market intelligence (market research, competitive analysis), annual marketing planning, budget control management, product line strategy, product development, brand development, merchant and card member communications, and marketing activity effectiveness analysis.
- Defined routine works and its methodology of the marketing dept. and built a very first CRM system among financial industry in Japan, which resulted in great increase of membership, customer acquisition, DM response rate, and primary card-usage rate.
- Organized Marketing intelligence on pharmaceutical industry on a global basis, and conducted a survey on the market of Clinical Research Organizations (CROs) and Pharmaceutical companies in Japan

#### **2. Strategic Corporate Planning and Business Development**

- Senior vice president of Smart Card introduction team at JCB, which was the first-attempt in Japan. Designed a new strategy. Built and managed alliance relationship with approximately 200 companies and organizations including ministry of internal affairs and communications, SCJ-VISA project, ETC project.
- Experience in business alliance negotiation and implement a business plan collaborating with clients to achieve the goal.
- Experience in designing and launching numbers of new businesses into financial market as well as non-financial market.
- Lead of a project to develop American and European risk sharing investment model in Japan. Implemented business alliance activities with pharmaceutical companies.
- Experience in designing and launching Laboratory business transferred from global to Japan, and formulating M&A business strategy in the Health Care market.

#### **3. Managerial experience**

- (JCB) Managed 15 people as a manager of two groups, business development division and strategic planning division. Managed internal project with approx. 200 members as a project director.
- (Deloitte Tohmatsu Consulting, Catient) Managed team of 3 to 100 people as a project manager in business consulting. (# of team members varies depending on the size of the project.)

#### **4. Deep knowledge of financial/Pharmaceutical industry and consulting services**

- 17 years of experience in Banking and Credit Card (Credit/Debit/Smart card, Brand/Issuer/Acquirer, Network, e-money) at Visa and JCB.
- 6 years of experience in consultation service for Bank, Telecom, Public at Deroitte and Catient.
- 3 years of experience in business development for Pharma at Quintiles.

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### **LANGUAGES**

**Japanese:** Fluent **English:** Business level

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### **Professional Experience**

#### **2011 Mar. – Present Visa Worldwide Japan**

##### **Business Development (Director)**

- Lead to establish and deepen the strategic relationship with Bank, Card Company by designing strategy and business /marketing plan and developing the incentive deal in order to achieve the mutual goal.
- Responsible for business alliance negotiation and manage the licensing agreement.
- Analyze competitors and payment market and reported to executives on a global basis.
- Design a product strategic plan and implement product launch including Debit card, Credit card and Prepaid card.
- Formulate an implementation method, new NFC solution “Visa payWave” by customizing client’s needs.

#### **2007 Oct. – 2011 Feb. Quintiles Transnational Japan**

##### **Corporate Development Division (Senior Manager)**

- Lead of an alignment project with IMS Japan. Responsible for business alliance negotiation as well as organizing and managing Secretariat Division.
- Lead to launch the laboratory business transferred from global to Japan with an affiliate company.
- Analyze competitors and pharmaceutical market and reported to executives on a global basis.
- Formulate M&A and/or new business model to maximize the synergy of the main business; clinical research outsourcing

and contracted sales outsourcing

**2006 Jan. - 2007 Sept. CATIENT Inc.**

**Consulting and Business incubation (Business Producer)**

- PMO of consultation projects for major IT companies and Banks.
- Supervised and managed product development and its launch to the market for newly invented IT products.

**2002 Jan. - 2005 Dec. Deroitte Tohmatsu Consulting (Presently ABeam Consulting)**

**Financial Service Industry Senior Manager (Consultant)**

**Consulting service for financial firms**

- Managed projects such as financial service development, business strategy development, CRM strategy development, restructuring call-center operation, and private-protection law introduction.
- Succeed in acquiring new clients. Project sales of approximately 120 million yen with project member of 3 to 6.

**Consulting financial industry entry for non-financial firms**

- Managed projects such as launching a new bank and entering financial service industry as a new player including developing new service strategies, product designing, and operation designing.
- Succeed in acquiring new clients. Project sales of approximately 150 million yen with project member of 3 to 6.

**Business process re-engineering project**

- Managed an operation re-structuring and integration project for one of the largest trading companies. Supported to implement BPR, SSC and ERP. Project sales of approximately 2 billion yen with project member of 100.
- Developed a methodology set of Project Management based on PMBOK, such as the management of Scope, Progress, Issue & Risk, Quality, Resource, and Communication; which is now being used as a know-how textbook of project management at Deroitte.

**1988 Apr. - 2001 Dec. JCB CO., LTD**

**Electronic Commerce Department**

**Senior Vice President of Smart Card Solution Group**

- Managed and supervised Smart Card launch project throughout from planning to execution of Smart Card introduction to JCB as well as to its partnerships including developing business scheme, corporate strategy, team organization, partnership alliance, brand regulation management, and specification of its service and operation.

**Marketing Department**

- Established the very first marketing department of JCB. Designed Marketing strategies and plans including market intelligence (market research, competitive analysis), annual marketing planning, budget control management, product line strategy, product development, brand development, merchant and card member communications, and marketing activity effectiveness analysis.

**Corporate Planning Department of JCB Travel – a subsidiary of JCB**

- Formulated corporate strategy, business scheme and Succeed in decupling the total sales in five years.

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**CERTIFICATION**

- **Master of Business Administration (2007)**
- Credit Management license (1997 Dec)
- **Management consultant of Marketing by Japan productivity center (1996 Jun.)**

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**OTHER SKILLS**

- Advanced internet research skills / Web and e-mail maintenance / Microsoft Office (Word, Excel, PowerPoint, Access, Outlook, Project)

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**PUBLICATIONS/NEWSPAPERS/MAGAZINES**

- *Toyo keizai Inc.*, 'Management to escape from pricing war. –overcoming the price cut dilemma-' , joint authorship, 2006
- *Financial Journal*, 'The internal control of personal information protection law', 2005
- *Nikkei Newspaper*, ' The special topic of Smart Card ' , part of JCB, 2001
- *Sanwa-soken*, ' The leading edge of Smart Card Business ' , part of JCB, 2001

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**SEMINORS/PRESENTATIONS**

- JCB members' quarterly meeting **regarding Smart Card** (approximately 100companies).
  - '**Smart Card Seminar**' for JCB Brand members (approximately 100companies).
  - Japan Consumer Credit Industry Association, '**Smart Card Seminar**'.(150members)
  - Japan card business forum, '**Smart Card Seminar**'.(approximately 100members)
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