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PRINCIPLES

I believe that technology is nothing more than a piece of paper unless going to market and enhance people's life. I have been always fascinated by the beauty of adopting certain service/ product to local market, and love to see how it changes the world.

My career has been originated back in when I majored computer science n Temple University, Philadelphia. I have never used computer before then. I had to admit that it was tough for first couple semesters, but I gradually dived into the beauty of new tool which makes me doing something creative which I have never thought I could do.

After graduation from University, I have started working at local finance information provider. I was lucky enough to be a part of their Win32 project, which kind of lead me to join local Microsoft R&D. My first assignment was program manager for Microsoft Office and PowerPoint. I was fortunate to work with engineers at head quarter to develop local specific features.

Office product has totally dominated the local market like the rest of the world. It was kind of sad to see all cool R&D development turning into routine localisation task.. I still love what I have been doing to deliver the software service and see it making the world better place. So I have decided to move my career more to the product marketing area; Windows CE, MSN, local security software company and local gaming company.

JOB/ EDUCATION HISTORY

Current	adaptive.Design Inc.	became self-employed
Jun. 2007 - Sep. 2012	Rosetta Stone Japan	Director of IT and Product, Japan
Dec. 2004 - May. 2007	Square Enix Inc.	Producer of gaming platform Game Producer for Japan, US and Europe
Nov. 2002 - May 2004	Trend Micro Inc.	Product Manager
Nov. 1995 - Sep. 2002	Microsoft	Product Manager Program Manager
May 1992 - Oct. 1995	Quick Corp.	Software Developer
1988- 1992	Temple University	BA, Computer Science

self-employed (adaptive.Design Inc.)

Current	adaptive.Design Inc.	became self-employed

projects I have been involved so far:

[local software development company]
 - product marketing consulting
 - web site analysis
 - consulting right message to customers

[on-line wine shop for local wine importer]
 - initial work for setting up e-commerce infrastructure
 - construct initial web site along with commerce infrastructure
 - SEO/ SEM for their specific wine brand
 - CRM to get high retention rate (mail magazine, landing page, etc)
 - running social network page

[local cosmetic company]
 - consulting product portfolio
 - advice marketing strategy

[local e-learning company]
 - consulting infrastructure for their web service
 - consulting on-line marketing strategy

ROSETTA STONE JAPAN

Jun. 2007 - Sep. 2012	Rosetta Stone Japan	Director of IT and Product, Japan

Rosetta Stone is US based language e-learning company. I have been involved from building Japanese subsidiary from scratch as consultant. There were only four local people to start with. Now there were little over 100 people with yearly sales of 2 billion yen. I had lots of fun to build up local office from scratch, which gave me lots of opportunity to learn something I have never involved before such as setting up telephony infrastructure, groupware, call center etc. I was lucky enough to see "crazy" period of start-up company, which I have enjoyed a lot.

I have been assigned to various project and roles. Here is a couple bullet items from top of my head.

 - IT Team
   - co-work with IT department in HQ
   - set up groupware
   - set up telephony infrastructure
   - provide PC and some other devices to local team

- Product Management Team
   - designing features for language learning product
   - setting up server infrastructure for on-line platform
   - coordinating research for local customers

- Customer Contact Center Team (Tech Support, Customer Care)
   - call centre for tech support
   - call centre for pre-sales
   - setting up agents and language teachers for local customers

- PMO Team
   - work closely with project manager at HQ
   - joint project management for global initiatives

SQUARE ENIX INC.

Dec. 2004 - May. 2007	Square Enix Inc.	Producer of gaming platform Game Producer for Japan, US and Europe

Square Enix is one of the biggest local gaming contents provider for consumer platforms like PlayStation. I have been running project as producer for next gaming platform like for IP TV. More specifically, my team has developed middleware and casual games, and also biz dev team reporting to me to close the deal with largest local consumer electronic company.

I was lucky enough to work very closely with some of the top game creators and directors, which make me realise project management in contents business is very different from other ordinary projects in a way of decision making process and getting consensus among the organisation. It is very unique process where i was lucky enough to be a part of the project.

[Producer for gaming platform]
 - developing middleware to create cross platform contents for various gaming platforms
 - running contents team to build demo and sample gaming contents on the top of middleware
 - closely working with business development to adapt middleware technology on TV set box

[Game Producer for Japan, US and Europe]
 - working closely with local gaming vendors
 - developing game titles for mobile platforms
 - business development for Japan, US and Europe wireless carriers

TREND MICRO INC.

Nov. 2002 - May 2004	Trend Micro Inc.	Product Manager

Trend Micro is Taiwan based IT security vendor known well for consumer anti-virus software called Virus Buster. A competitor in local market at that time was Symantec, which almost divided entire market share for half on each. I was product manager of the consumer anti-virus software. One of the challenging aspects of the project was to evangelize the product itself. I have put large portion of market budget to explain feature of the product and also benefits coming out from those features, but it just did not take off. So I have started researching what is the closest product already available in consumer market, which is life insurance. People do not want to spend their money for unfavourable fact of own death, but they still have to. Interesting part of findings is that people are not interested in features at all, but they are happy as far as it seems to cover the risk for the unfavourable fact. I have imitated whatever approach insurance company taking to reach out their customers like monthly subscription model and ad images.

I was very fortunate to work with development team located in Taiwan and Tokyo office. UI of the product was made for technology audience which always talk about very difficult technical terms. One of the typical request and complains from local customers was to make more user friendly. So I have closely worked with development team to coordinate local research and beta testing to change UI completely user friendly.

MICROSOFT

Nov.2001 – Sept.2002	*MSN: Group Manager of Product Manager Section*
	  - Manager of four product managers of MSN services.
	  - Manager of two customer support managers.
	  - Also has four outside vendors reporting to each product manager.

Jan.2001 – Nov.2001	*MSN: Senior Product Manager of MSN Mobile Japan*
	  - Plan and develop mobile services on the top of MSN portal platform.
	  - Plan and implement i-mode version of Hotmail.
	  - Work closely with local wireless carrier to deploy the service.
	MSN: Senior Product Manager of MSN Instant Messenger
	  - Utilize outside agency through PR to execute media buying.
	  - Plan local specific add-in service for Messenger.
	  - Plan local marketing plan and utilize related teams of support, PR.

Ju.1999 – Jan.2001	*Windows CE, Pocket PC: Product Planner*
	  - Feedback local market needs to HQ.
	  - Plan global product roadmap with HQ.
	  - Plan and deploy local specific service with local partners.
	  - Research and analyze the local research and feedback to HQ.

Jun.1997 – Jun.1999	*Office 2000: Program Manager of Office*
	  - Write spec of local specific features across all Office products.
	  - Evangelize product positioning and marketing message.
	  - Coordinate common component across all Office products.
	  - Initiate Beta program.
	  - Research and feedback to HQ.

Nov.1995 – Jun.1997	*Office 97: Program Manager of Power Point*
	  - Write spec of local specific features of Power Point.
	  - Evangelize product positioning and marketing message of Power Point.

  Microsoft is place for me to see whole product development cycle. I have started as program manager for PowerPoint. My job was to have competitive feature sets and release it in time, which gave me an opportunity to learn project management. I have been inspired by the fact how the concept on paper comes into life as the actual product. The most interesting part is to come up with user scenario first to nail down to the details. I have been fascinated by the beauty of adopting certain service/ product to local market, and love to see how it changes the world. As I have started being interested more in product marketing, I have started learning how to design delivering method to market including messaging, ads, sales channels and customer support. Becoming a group manager of product section of MSN Japan gives me lots of opportunity to design localization process with R&D and come up with right messaging to reach out local customers. Also position of general manager gave me a perspective to see each service like Hotmail or Instant Messenger works together. I was also product planner for PDA called PocketPC, who designed not only current version of product but also two or three version ahead of product design. It gave me an opportunity to talk with local carriers like NTT to come up with feature set together.