**CONSULTANT COMMENTS:**

Koichiro Katsura has been driving business mainly in marketing position over 20 year in very prestigious international companies in Japan. He has proven “turn around” leader at several companies, in particular at J&J and Gillette. He believers smart people can come up with good ideas but cannot execute if team members are not convinced or behind those ideas. Accordingly he has made a point throughout his career of creating outstanding relationships with his colleague and business partners. This has enabled Katsura-san to obtain great results quickly in many companies for which he has worked.

He also has a long experience establishing new business in Japan. At Ogilvy he started the creative and production capability for Direct marketing service for American Express. At both J&J and Gillette, he developed sales channels for medical professionals. Also he established the marketing function and capability in Club Med Japan from scratch.

In terms of his ideas about marketing strategy, he starts from “contents” or “concept development”. This makes him media neutral when it comes to his practical judgment criteria about the effectiveness of any given media. He doesn’t believe traditional communication tactics drive the consumer goods category anymore. Furthermore, he wants to invent / create new tactics as he knows there are lot of concepts and ideas which are not accepted well due to bad (or outdated) execution.

He is fast learner and he is passionate about learning new things. This is evidenced by his successes in all companies he worked for over the years. He is capable to drive the business regardless of the industry. I believe he is a good candidate to be the Director of Edelman Japan’s Consumer Practice and I am confident he will be able to drive the business for both Edelman and your Clients.

Yours sincerely,

