Hidechika KAWAI

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SKILLS AND ACCOMPLISHMENTS:

Over 28 years, I have been engaged with IT companies such as ASIC, Analog Semiconductor, PC Chipset, Telecom/Carrier, Network Equipment, ATM Switch, NAS/SAN Storage, VTL Storage, and Mobile Software/Contents related companies that are all leading edge and new generation technology companies in each technology segments.

My strength is especially sales with logical thinking and technical sell to our clients. I have been involved with Sales (Indirect, Direct and as Managing Director), Marketing (MarCom and Product Marketing), and Technical background to maximize a company revenue and profit.

In addition to those skills, I have experience in establishing new companies from scratch while managing P/L, resources, cultivating OEM, distributors, and customers within a 6 months that makes secure ROI and generate revenues.

At management strength, I managed many size of companies and employee from 5 to 30+ with directive assignment, training, and set MBO. I assist their motivations, and competencies to achieve their goal easier that left also a positive result for companies.

One of successful record is that Auspex, NAS storage company has worked with distributors called Nissho Electronics and Fuji Xerox who are supporting first NAS storage launch in Japan and most companies are also working with enterprise information protections. When I joined the company in 2000 July, I increase their revenue from 30M to 45M USD about a year. I managed 30 employees Indirect, and Direct sales.

Another is Evryx Japan that is working closely with B to B to C business using mobile visual search using legacy mobile phone as well as Android, and iPhone smartphone platform. Customer base was Mobile Carriers, Softbank, Au by KDDI, and NTT docomo. In addition to these carriers, Yahoo, Rakuten, Guthy Renker, MTV Japan are on our customer list.

Here is additional remark that I am a first learner person and my patent acquisition is one of the proof. I recently add another patent application pending.

Finally, more than 16 Years history of Country manager role, I have many channel and connections especially inside Asia/Pac. Utilizing these connections, I am sure to support achievement of sales and revenue goal.

EMPLOYMENT HISTORY:

Novawise, Inc

Japan Country Director, November 2012 – Present

Novawise is a startup company to provide mobile CRM/ERP tools and service connecting with Salesforce.com, Oracle, SAP, and others. As a startup company in Japan for Novawise, establish a new Partners to collaborate mobile CRM business.

Novawise will terminate consulting contract because of a lack of funds and I need to find a new opportunity at financially stable and having a state of the art technology and market potential.

\*This role is under consulting agreement between Novawise and NewGen Technology, Inc that is my own company.

Evryx Japan, K.K.

Japan CEO/President, July 2007 – October 2012

The company provides mobile visual search for Smartphones. Start up the company and establish a new relationship with MTV Japan, Value Commerce, Linkshare, Yahoo Japan, Softbank, NTT Docomo, Au, Digimerce, Guthy Renker Japan Proactiv Campaign, Asahi Shimbun, etc. Within a year, setup 3 carrier MCA and iPhone MCA for service called Shalink. Regarding GRJ, it is campaign model and 5-20% of net sales revenue per product/month. CPC(Cost Per Click) and CPA(Cost Per Action), and Campaign. June 25th, Evryx has collaborated with MTV Japan for VMAJ event welcoming Lady Gaga that is very successful launch.

This company was acquired by American company and left the company.

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Sepaton, Inc

Japan Country Director, May 2004 – June 2007 (Virtual Table Library Company)

The company provides Virtual Tape Library that is a replacement Tape with Virtual Library HDD. Startup company and I supported a startup in Japan and setup distributors, and OEM partners like NEC, and Hitachi. Equipment has been sold to Symantec Japan, and other academic market. Establish Distributor and Service relationship with NESIC, NEC Fielding, DTC, and Macnica. Sepaton has abandoned to continue Japan office (consulting service with NewGen Technology, Inc) because they decided to make a business thru Macnica and DTC.

I established their Japanese partner and left the company to join Evryx.

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**NewGen Technology, Inc**

**Established May 21st, 2004 to provide a Japan market entry service for oversea companies who wants to open its branch office or legal entity to do business with cost effective way.**

Auspex Systems, K.K.

Japan Country Director, July 2000 –April 2004 (NAS Storage Company)

Best Sales Award in 2000 Auspex WW

The company was NAS frontier competing strongly with NetApp and EMC. Fully P/L management and manage 30 employee. 55MUSD revenue growth in 2003 that is 1.8 times higher than 2000 when I joined company. Increase sales channel and service companies such as NEC, Fuji Xerox, Nissho Electronics, etc.

In 2003 Auspex H/Q in the US filed chapter 11 and I will close the legal entity in Japan. President of Auspex moves to be a CEO of Sepaton and I moved to Sepaton, Inc as Japan CEO. I managed group of Auspex Alumni at LinkedIn. In conjunction with the office closure, I have also moved our 250+ customers to EMC Japan as a NAS evangelist getting working request from EMC H/Q. I have finished the customer base to EMC within 6 months and move to SEPATON, Inc.

General DataComm, Inc

Japan Country Director, July 1997 – June 2000 (ATM Switch/Data Networking Company)

The company was the first IT company (enterprise modem) listed in NYSE. OEM with Major Japanese companies like Hitachi and NEC. Establish Service revenue thru NEC group and Launch ATM equipment for ADSL Network Service Tokyo Metallic (Now called Yahoo BB). Working Closely with NTT Communications, and SI partners in Japan like ITFor, Takachiho Koheki, Adamnet, Mitsui, etc. The first ADSL service thru Tokyo Metalic (currently Yahoo BB) used GDC’s ATM switch with Nortel (Promatory) equipment. Ex-coach called me to join Auspex Systems as Japan country director and left GDC in 2000.

Cabletrron Systems, K.K.

Marketing Director, Jan. 1997 – June 1997

As a member of startup company competing with Cisco Systems, I have raise marketing fund to 50KUSD for 1997 and join Interop Tokyo to generate 3000 sales leads as well as complete an OEM deal with NEC working with sales team. Manage all marketing activities such as collaterals, marketing strategy, workshop, exhibition, and product marketing.

With a strong request from General DataComm for Japan Country Director role which I would like to enhance my capability and entrepreneurship and decided to leave Cabletron Systems.

AT&T Japan

New Business Development Director, Dec. 1993 – Jan.1997

Reporting to AT&T Hong Kong, Asia/Pac H/Q and Managed One AT&T work group inside AT&T Japan and AT&T Multimedia Product Group that is AT&T’s GBCS, Paradyne, and CP division. Joined MITI discussion when NTT is separated into 3 companies. Key Role was new business development with multimedia Product in Japan. One of successful launch was ADSL technology in Japan. Also joined One AT&T team that was horizontal solution team inside AT&T Japan consists of NCR, GBCS, CP, Paradyne, NS division.

VLSI Technology, K.K.

PC Product Marketing Director, Sep. 1989 – Dec. 1993 (ASIC IC Company)

Sales Award 1990, 1991, 1992, 1993

That company provides PC Chipset -24% market share of Intel/AMD based Personal Computer. It is just beginning of PC/AT launch in Japan. Started from one person-me spending a year at Arizona Tempe and back to Japan to make PC division grew up about 20 people to take care of all Intel based chipset working closely with PC companies as well as Microsoft. WW first 3.3V computer with Panasonic, Word Processor 286 PC with Sharp, WW first AA battery notebook with Fujitsu, etc. Furthermore working with Microsoft and Intel to produce 386 based PDA with Sharp that was the very early for the market.

Contribute 8MUSD revenue from 500KUSD in 2 years. I created the division and I managed 17 engineers and sales team. The company was merged by Phillips Semiconductor Division.

Recruiting company called me to give me a chance to be a new business development at AT&T Japan.

Burr-Brown Japan

Product Marketing Engineer/Sales Engineer, Dec. 1983 – Aug. 1989 (Analog/Digital IC company)

Sales Contribution Award 1988

Support sales of AD/DAs, OP-Amp, VME, and other major Analog,

Digital Hybrid products

Visit potential and existing companies like Toshiba, Hitachi, HP, Panasonic, Electric Companies, etc, to contribute a part of 100MUSD revenue competing with Analog Devices.

The company was acquired by Texas Instruments.

Left the company for seeking market potential of ASIC.

The BB’s DAC is being one of IEEE 95 milestone regarding World’s First Monolithic 16-Bit Digital-to-Analog Converter (DAC) for Digital Audio

EDUCATION:

1994 Keio University, Economics

1985 Sedenkaigi, Technical Copy Writing School

1982 Waseda University, Dept of Architecture, Urban Studies BS

1977 Rakunan High School, Kyoto

CERTIFICATIONS:

* Patent Certified (Hidechika Kawai):

4271722, Application number 2008-136089

Mobile Visual Search Business Solution Related Patent

* Patent Pending (Hidechika Kawai)

Application number 2012-091449

Mobile Visual Search Smartphone, Tablet, and networked TV

information sharing system and method.

Monograph:

* <http://iss.ndl.go.jp/books/R000000004-I3154989-00>

License:

* US Arizona State Driver License
* Japan Vehicle and Motorcycle Driver License
* Aeronautical Radio Operator
* Marine 1 category Special Radio Operator
* 1st Permit of Boat’s Operator
* PADI Open Water Diver License
* Nationally licensed marine diver
* Hazardous Materials Officer's License

SNS REFERENCES:

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Pinterest: <http://pinterest.com/hidechika/>

Blog: <http://www.hidechika.com/>

REFERENCES:

Available upon request