

**IWF, Inc.**

# **Business Overview & CEO Biography**

## **Project Management (or PMO)**

Most of our project engagements involve project management or PMO functions, requiring us to manage and follow specific project/business agenda. Our forte is to engage in projects from business strategy phases and to manage projects to focus on pre-defined business objectives and goals, rather than merely providing IT solutions.

## **Market Intelligence Gathering**

We gather market intelligence (statistical data and analysis) for Japanese and International clients to assist their business development and marketing activities, both in Japan and overseas. We produce quantitative and qualitative customized research reports as part of our deliverables, assisting client's decision making process in establishing business operations.

## **Japan and US Market Entry**

We import and export technologies and business models to start up business operations in Japan or abroad. We act as an agent for our clients entering Japan market to establish business infrastructure (i.e. incorporating, hiring key staff, selecting / negotiating office contracts). Also, our professional staff shall become client's contracted employee(s) for a given contractual period and assist in business development and other marketing activities, until full-time employees are hired and trained to be ready to replace them.

## **Specific Business Function Support**

We also support specific tasks such as translations and interpretations for client meetings and business presentations, as well as to support forecasting P&L and analyzing budgets, in compliance with client's business reporting format and process to meet international business standards.

## **Strategic Alliance Development**

We support establishing overseas business alliances, assisting in analyzing and selecting adequate target companies and participating in negotiations and completing various contracts. Our knowledge and experiences in overseas businesses as well as Japanese market and its idiosyncrasy will benefit clients to achieve quick turnaround and efficient results to accomplish their corporate missions.



Author of  
"Ubiquitous Revolution: Key to  
Successful Corporate Reformation  
in Japan"

## AUTHOR & KEYNOTE SPEECHES:

- Author of "Ubiquitous Revolution: Key to Successful Corporate Reformation in Japan" published by one of the largest Japanese business publication companies (Nikkei BP Publishing)
- A Keynote speech for IBM FORUM/e-Business: "Next Generation Business Model" talked about the ubiquitous technologies and emerging business models/concepts applying CRM and SCM strategies

## BILINGUAL PROJECTS:

- **MERCK/Banyu** Global CRM/Web Marketing Project
- **Medtronic** Japan IT Strategy and SCM /ERP (SAP) Project
- **Coca Cola** Japan web marketing and localization project
- **Nissan** Offshore System Development Project (PMO and Bridge Functions for **SATYAM**)
- **hiSoft International Inc.** M&A project (acquisition target assessment)
- **Bruce Clay, Inc.** Japan entry project (Biz Dev. and Localization of SEO Consulting Services)

## PAST CONSULTING PROJECTS:

- Government (MITI) Sponsored Roppongi Hills **Ubiquitous** Prototype Project w/ NTT DoCoMo
- NTT DoCoMo **New Business Development** Project utilizing Ubiquitous Technologies
- Canon **Ubiquitous Strategy** and CRM Consulting Project
- ORIX Principal Investment (**Private Equity**) Project: M&A and SCM division spin-off
- Itochu **Private Equity** Business Development project (established GP and target M&A)
- Itochu **IT Services Strategy Consulting** Project, applying Balance Scorecard
- Prime System Corp. **Balance Scorecard** project (applied in M&A integration process)
- SS Pharmaceutical **IT Strategy and CRM** (reseller management) Project
- ASO **Supply Chain BPR** Project in hospital stations

## SUMMARY

- Bicultural (US and Japan) and Bilingual (English/Japanese): retained U.S. residency (Green Card) 1991~2012
- General Management / Corporate Executive / Business Operations and Development Skills
- Sales and Marketing Management/ VC Assessment & M&A (Private Equity) Consulting
- 25+ years of experience in the Information Technology Industry
- 15+ years of experience in Management and Business Operations
- 15+ years of experience in Sales and Account Management
- 15+ years of experience in IT Business Start-ups (CEO/COO), VC and M&A activities

Period	EXPERIENCES AND JOB FUNCTIONS
Present To Jan '20	<p><b><u>CEO &amp; Representative Director of IWF, Inc.</u></b></p> <ul style="list-style-type: none"> <li>◆ Established IWF, Inc. to focus on the next generation work style and PMO</li> <li>◆ Started a new PMO service with a JV (NTT East and Itochu) company</li> </ul>
Dec '19 To Oct '01	<p><b><u>CEO &amp; Representative Director of REI Holdings, Inc.</u></b></p> <ul style="list-style-type: none"> <li>◆ Established Kairios Japan K.K. and Kairios Inc. and became the CEO &amp; Representative Director of Established Kairios Japan K.K. and managed to raise U.S.\$1M for the 's operating capital.</li> <li>◆ Established three subsidiaries, MegaLogic Inc. (SI) 、ChimeraMP, Inc. (Media Production) 、Apollon, Inc.(near-shore development) .</li> <li>◆ Successfully merged FOUR companies to form a holdings company: REI Holdings, Inc. (former Mira Holdings, Inc.)</li> <li>◆ Successfully sold its business assets to Denko-sha.</li> </ul>
Oct '01 To Feb '01	<p><b><u>CEO &amp; Representative Director of ICG Consulting K.K.</u></b></p> <ul style="list-style-type: none"> <li>◆ Managed to start an IT consulting services business for ICG (<b>Internet Capital Group: NASDAQ</b>) Asia, Ltd</li> <li>◆ Managed to get approved for an initially investment budgeted for \$30.5M to expand through M&amp;As in the Asia Pacific market</li> <li>◆ Managed to complete business plans for all aspects of business strategies within 3 months (i.e. organization, P/L, B/S, Biz Dev. )</li> <li>◆ **The company was later acquired by Hutchison Whompoa (Ka-Shing Lee Family) in August., 2001</li> </ul>
Feb '01 To Apr 1999	<p><b><u>CEO &amp; Representative Director, iXL Japan, K.K. and Office Managing Partner (GM), iXL Inc.</u></b></p> <ul style="list-style-type: none"> <li>◆ Managed to start operations in Japan/Asia for iXL Inc. (<b>iXL: NASDAQ</b>)</li> <li>◆ Assigned to build and execute new business strategy (JVs, alliances, large contracts, etc.).</li> <li>◆ Had a P/L responsibility for 30 employees</li> </ul>
Before Apr 1999	<p><b><u>Before April 1999, worked for CSK Corporation (Computer Service Kaisha: Tokyo Stock Exchange) in various capacities:</u></b></p> <ul style="list-style-type: none"> <li>◆ Worked in a capacity to support US and international operations (i.e. M&amp;As, VC Investments, Business Development activities, etc.)</li> <li>◆ Earned the "President Award" as the most contributed professional serving for most challenging projects</li> </ul>

# Consulting Capabilities and Industry Coverage

**H**: Focused Capability (has industry knowledge and project experiences)

**M**: Executable Capability (be able to apply consulting capabilities)

INDUSTRY	Strategy Consulting		Business Process Consulting					PM・PMO	
		BSC	BPR	BPO	SCM	CRM/SFA	ERP	プロセス系	IT構築系
<b>Retail/ Distribution</b>	H	H	H	H	M	H	M	H	H
<b>IT/ High-Tech</b>	H	H	H	H	—	H	H	H	H
<b>Media/ Advertising</b>	H	H	H	H	—	M	M	H	H
<b>Telecommunications</b>	H	H	H	M	—	H	H	H	H
<b>Finance</b> (Retail and Credit Card)	H	H	M	M	—	M	—	H	H
<b>Automobile</b>	M	M	M	—	M	—	—	M	M
<b>Consumer Goods</b>	M	M	H	M	M	H	M	M	M
<b>Medical Devices/ Hospitals/Pharmaceutical</b>	M	H	H	M	M	M	H	M	M

Strategy Consulting includes BSC Strategy Mapping, M&A Strategy, Business Plans, Prospectus, Design Service Operations, etc.