

Business Background of Yuiko Watanuki

Jan.'07~Jun. '09

British American Tobacco Japan, Ltd.'s.

Group Manager, Innovations, BAT Japan Group.

- At a new and pilot organization only in Japan: Innovations, established Innovation Process & System for innovative new product development: Idea Generation/ Prioritization/ Implementation/ Launch/ Evaluation.

Jan.'04~Jun.'06

Wella Japan Co., Ltd.

System Professional Div. Manager

- As a div. manager for "System Professional" brand: a luxurious hair-care brand independent from the other Wella brands, always attained and maintained double digit growth for 2.5 years.
- Managed 18 marketing & sales members, the brand P&L and S&OP, approx. 1,600 registered salons and major wholesalers all over Japan.
- Particularly contributed to enhancement of the brand unique distribution system to keep the premium brand image.
- Successfully relaunched the brand with package change and facelift in Jul. 2004, following the global brand strategy and launched an innovative product line: Sleek at the same time which was developed for Japanese hair based on consumer insights in Japan.

Feb.'03~Dec.'03

Group Product Manager, Professional Marketing

- Managed annually ¥12bil color business, ¥1bil styling business and ¥2.5bil perm business at professional hair cosmetic marketing div.
- Lead launch/relaunch/line-extension projects globally & successfully.

Apr. '00~Jan. '01

HIKARI TSUSHIN, INC.

Associate Director, Marketing Div. , ITS Planning

- Contributed to establishment of an ASP brand and a portal site development.

Walt Disney Enterprises of Japan Ltd.

Jan. '97~Dec. '99

Senior Manager, Marketing Div.

- Managed Disney brand of the six category licensed goods: apparel/ fashion accessories/ home furnishing/ personal care/ toy/ food in corporation with licensees in Japan
- Fully involved in Disney mass display promotions with IY/JUSCO/the other GMS's.

Apr. '83~Dec. '96

McCann-Erickson Inc.

Oct. '95~Dec. '96

Account Supervisor for Coca-Cola brand account

Jun. '92~Sept. '95

Senior Account Executive for Coca-Cola brand account

- Contributed to maintenance of ¥6bil.-¥10bil. Coca-Cola account in total.
- Mainly in charge of Coca-Cola brand creative strategy development and competitive analysis.
- In 1994 took a main part of producing Coca-Cola original software of SEGA's Game Gear using "Coca-Cola Kid" on Young Magazine tied up with Kodan-sha; both ideas originated from one of '94 Coca-Cola TV campaigns "Comic Hero".
- Resp. for the brand and copyright management of all local/bottler communication activities entrusted by Coca-Cola marketing.

Jun. '88-May '92

Senior Account Executive for R. J. Reynolds/M. C. Tobacco

Sept. '83~May '88

Planning Executive

- Was in charge of strategic planning including market & consumer research, new product concept development and advertising concept development for such clients as:

**Sanyo Scott/ KFC/ Asahi Beer/ Nippon Lever/ Ito Ham
/ Nikka**

- Established quantitative consumer tracking research for KFC Japan with a research manager of KFC Int'l. Various attribute ratings of this research was index for KFC-J's theme advertising development every year.

Apr. '83~Aug. '83

Joined McCann-Erickson Hakuhodo as a freshman, and was an on-the-job trainee as an assistant account executive for Nestle account.