



KEIZAI
SILICON VALLEY
US - JAPAN BUSINESS FORUM

How to Launch and Scale High Growth Tech Business in Japan: Lessons in *Crossing the Chasm* with Innovative Products

Monday | September 11, 2017 | 5:30 PM – 9:00 PM

Event Overview

Japan has historically enjoyed great prosperity based largely on its world class manufacturing — an area that lends itself to incremental improvement through kaizen, decentralized shop floor decision-making, and keiretsu-based value chains. Japan's large companies embraced and optimized these principles, but what worked exceptionally well to drive Japan's economic prosperity from 1970-1989 has faltered over the past 25 years. What happened? In two words... Digital Disruption!

As there is no shortage of tech innovation in Japan, why do large companies like GE, IBM, and Cisco succeed, when many large Japanese companies often struggle? Why do Silicon Valley companies like Google, LinkedIn, Adobe, Nest and Tesla thrive and grow in very competitive markets? Join us as we dive into the business and cultural challenges Japan faces to create successful innovation in the digital age. Our program will discuss the proven Silicon Valley principles of Geoffrey Moore's best-selling "Crossing the Chasm" theories as applied to the Japanese market, followed by a moderated panel discussion with hands-on practitioners, who are grappling with successful innovation using new technologies in Japan.

Panel: **Nitin Deo**— Principal Product Management, Teradata Aster
Tom Dooley—Board Member of Visioneering Technologies/
Ex-President and GM, Alcon Labs Japan
Eiichi Kobayashi—Senior Vice President and Treasurer, JSR Micro Inc./
Ex-President, JM Energy Corp.
Michael Eckhardt (*Moderator*)—Managing Director & Senior Workshop Leader, Chasm Institute
Andrew Salzman (*Moderator*)—Managing Director, Chasm Group

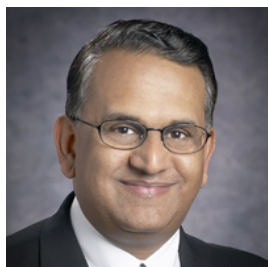
Date: **Monday, September 11, 2017**
Registration/Networking: 5:30 PM – 6:00 PM
Program: 6:00 PM – 8:00 PM
Networking: 8:00 PM – 9:00 PM

Venue: **Wilson Sonsini Goodrich & Rosati**
650 Page Mill Road, Palo Alto, CA 94304

Fees: \$15: Early Bird Discount for first 30 registrations by August 24 (11 PM)
\$20: Regular Registration by Thursday, September 7 (11 PM)
\$35: Late Registration by Saturday, September 9 (Noon)
\$50: Walk-ins (Seats are limited and may not be available)
Food, including sushi and beverages, will be served.

Registration: <http://www.keizai.org>

Featured Panelists and Moderators



Nitin Deo is a seasoned technology and business executive with over three decades of global management experience. He is heading up Product Management for Analytics Platform at Teradata for the past five years and has carried lead engineering and product management positions.

Before Teradata he was in charge of U.S. Business Operations for a consulting company – Concept-to-Systems. His experience spans over two decades of enterprise software product marketing, product management and business development at high-tech companies such as Cadence, Magma, Synopsys, Fujitsu and Renesas.

Nitin has lived in Japan for a number of years. He has BSEE and MSEE from Virginia Polytechnic Institute and MBA from San Jose State University.



Tom Dooley obtained his bachelor's degree from Purdue University and spent a 26-year career with Alcon Laboratories, Inc., now a division of Novartis. Alcon is the largest ophthalmic products company in the world. Tom held positions in sales, training, and sales management before relocating to Sydney, Australia as Managing Director for Alcon's surgical, consumer, and pharmaceutical businesses in Australia and New Zealand.

From Sydney, Tom relocated to Tokyo to manage Alcon's businesses in Japan. During his seven-year tenure, he launched multiple products, negotiated with Pharmaceuticals and Medical Devices Agency (PMDA), added hundreds of sales reps to an organization that had already had 700 sales people, and grew sales by the high single digits annually to exceed the revenue of US\$1 billion.

Since returning to the US, Tom has joined the Board of Directors of Visioneering Technologies, Inc., an innovative contact lens company.



Eiichi Kobayashi is SVP & Treasurer at JSR Micro, Inc. Eiichi started his 27-year career with JSR Japan as a R&D chemist, where he developed and launched novel photoresist products to semiconductor market, scaled the business, and reached the global top market share. Having moved to Tokyo HQ in 2002, Eiichi spent 5 years as an intrapreneur at both Strategy Planning and New Business Development Departments, where he headed multiple early stage businesses, such as the NIR Cut Filter business for camera modules.

Before coming to the US, Eiichi was President of JM Energy Corporation, the world's first company that had commercialized high capacitance lithium ion capacitor. Here in the Bay Area, Eiichi is seeking for intrapreneurial growth opportunities in life science and semiconductor business arena while being responsible for HR, IT, accounting and finance. Eiichi has MS in applied chemistry from Waseda University and MBA from UC Berkeley.



Michael Eckhardt is Managing Director & Senior Workshop Leader at Chasm Institute, a leading consultancy to tech companies in Silicon Valley. He is a veteran of PwC, Harbridge Consulting, HP and Pepsico. An MBA graduate of Harvard Business School and Wall Street Journal Award winner, Michael is a recognized expert in accelerating new product success & providing proven “tools / frameworks / best practices” to drive go-to-market results.

He has worked with over 500 tech-based businesses during the past 15 years — from venture-backed start-ups to global tech leaders, including SAP, Intel, Cisco, Xilinx, Google, Nest, Adobe, Mitsubishi, HP, AT&T Wireless, Spotify, Jive, Agilent Technologies, Micron, Samsung, HotChalk, LMC Data Systems, NetApp, Autodesk, Logitech, Bluescape, Mentor Graphics, and startups in software, cloud, web, AI, mobile, hardware and services.

Geoffrey Moore is Chairman of Chasm Institute, and Michael has contributed to several of Moore's best-selling, high-tech strategy books, including the 2017-2018 edition of “Crossing the Chasm 3.0”. Over 3,000,000 of their books have been sold worldwide.



Andrew Salzman is a Managing Director at Chasm Group, a market strategy training and advisory consultancy based on the work of renowned technology thought leader Geoffrey Moore (“Crossing the Chasm”). He joined the Chasm team after a 25+ year career as a global CMO working with early stage and established enterprises, including Oracle/Compaq, Siebel Systems, Information Resources, and Saba.

His consulting practice includes clients in the U.S., Europe, Japan, and Latin America where he helps companies traverse the gap from tech-based product innovation to mainstream market adoption: Google, LinkedIn, Mitsubishi, Nest, Arxan, Model N, Lugar de Gente, and Metaswitch Networks.

Andrew sits on several advisory boards, has earned accolades from B2B Marketing (Top Ten Marketer), ITSMA (Best Practices in Sales-Marketing Alignment), IDC (CMO Leadership Award), and Advertising Age (Power 50 in Marketing), and is a frequent blogger, guest writer, and speaker on topics tied to business transformation and emerging market dynamics.



Founded in 1990, Keizai Silicon Valley US-Japan Business Forum is an all-volunteer business and professional networking organization based in the San Francisco Bay Area. Its primary purpose is to provide opportunities for executives and professionals to develop the knowledge and human networks for successful US-Japan Business.