

January 22, 2013

**OLM's President, Harry A. Hill gave a lecture
at Keio University
"Leadership Theory: Secret to Continuously Create Big Sellers"**

Oak Lawn Marketing, Inc. (herein referred to as "OLM") is pleased to announce that our President & CEO, Harry A. Hill gave a lecture at Keio University (located in Mita in Minato-ward) for students in the Business and Commerce Department.

This lecture was arranged by a professor of the Department, Mr. Ikuo Takahashi, as a special lecture on the direct marketing theory with sponsorship by Japan Direct Marketing Association.

As a representative of OLM, President Hill decided to accept this role of special lecturer to share OLM's visions, efforts and business theories with the students, hoping they can utilize it to their research and future business.

This decision is based on OLM's corporate policy named "Profit Centric Tree," which promises to return profits to all our stakeholders.

OLM continuously strives to activate the profit circulation between all stakeholders through various social activities to embody the company's vision and CSR policy of enriching lifestyles worldwide.

■ **Lecture Summary:**

➤ **Lecture title, schedule and coordinator**

"Direct Marketing Theory—Special lecture endowed by Japan Direct Marketing Association"
Held in the third lecture on Friday of the Autumn term of 2012 (Two credits of the Business and Commerce Department related program)
Coordinator: Ikuo Takahashi, Professor of Business and Commerce at Keio University
(Class room 501 in Mita Campus of Keio University)

➤ **Summary:**

In recent years, there has been a gradual shift in consumer behavior from the brick-and-mortar shop to online shopping with computer and mobile phone, in addition to conventional mail order shopping via TV, radio and magazine.

This situation could have an impact not only to the recent trend of non-store retailing but also to the fundamental trading business structure that consists of manufacturers, wholesalers, retailers and logistics operators.

The development of direct marketing, which doesn't rely on stores to sell goods, is deeply related with the manufacturing industry, trading companies, logistics companies, internet companies and of course retailing industry, so the direct marketing is studied by a lot of students. It presents various fascinating subjects for researches about distribution, retail marketing, consumer behavior and also a challenge of how to capture such a fast changing trend.

This lecture is designed to give clear explanations about the ideas and approaches to deal with those issues from a perspective of a business person in real business world.

➤ **Lecture theme:**

"Leadership Theory: Secret to Continuously Create Big Sellers"

➤ **Time, date and place:**

From 1 pm to 2:30 pm on January 18, 2013

In class room 501 in Mita Campus of Keio University

Attendee:

About 100 students of Keio University

➤ **Lecture contents:**

- About important "VICES" to exercise leadership
- About OLM's corporate philosophy: Vision, Mission and Values
- About the important idea of "WHY" to continuously create big sellers



We really appreciated the students' high level of interests in the subject and were happy to see a lot of questions were asked during the lecture.

Reference Information: Biography of Harry A. Hill



Harry A. Hill
 President and CEO, Oak Lawn Marketing, Inc.

Career history

- 1985 Graduated Cornell University in State of New York with a BA in English Literature
- 1985 Joined Gifu Prefecture Educational Board, Ministry of Education
- 1987 International Exchange Committee, Gifu Prefecture General Affairs Department and a member of the Executive Committee of Gifu Chubu Mirai Expo
- 1989 Joined Yamaichi Securities, New York
- 1990 Founded SGI Japan, Inc.
- 1993 Cofounded H&R Consultants, Inc.
- Sep. 1999 Joined Oak Lawn Marketing, Inc.
- Jun. 2000 Board member and Director of Contact Japan Operation, Oak Lawn Marketing, Inc.
- Jun. 2003 Board member and Managing Director of Shop Japan Operation, Oak Lawn Marketing, Inc.
- Nov. 2004 Chief Operation Officer, Oak Lawn Marketing, Inc.
- Jan. 2005 Governor of the Chubu Chapter, the American Chamber of Commerce in Japan
- Jun. 2006 President & CEO, Oak Lawn Marketing, Inc.
- Oct. 2008 Board of Directors Chairperson, HOPE International Development Agency Japan
- Sep. 2012 Chairman of the Board, Electronic Retailing Association

Oak Lawn Marketing is a media and branding company headquartered in Nagoya, Japan with offices in Tokyo and Sapporo along with local operations in China and the United States. Through its three virtual store fronts, Shop Japan, Hill's Collection and exabody it strives to enrich customer's lifestyle bringing them exciting products from around the world.

For more information, contact the PR Section at Oak Lawn Marketing, Inc.

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