

May 13th 2013

## **OLM's President, Harry A. Hill gave a lecture at Kobe 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 Kobe University (located in Nada-ward, Kobe) for students in the Faculty of Business Administration.

The lecture was arranged by Professor Mr. Katsuyoshi Takashima of the Faculty of Business Administration, as a special lecture on "top management course 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.

Kobe University is known for producing many excellent researchers in marketing field, and it was a very rewarding experience for OLM to give a lecture at the university where highly advanced researches are conducted.

### ■ Lecture Summary:

#### ➤ Lecture title, schedule and coordinator

- " Direct Marketing Theory — Special lecture endowed by Japan Direct Marketing Association"
- Held in the third lecture on Wednesday of the first semester of 2013 (Two credits)
- Coordinator: Professor Katsuyoshi Takashima of Faculty of Business Administration at Kobe University
- Class room 102 in Main Building of Rokkodai Campus of Kobe University
- From 13:20 to 14:50

#### ➤ Summary:

The spread of Internet lately has been changing the whole concept of direct marketing. One example is that the classification of direct marketing has been shifted from conventional

retailing method by catalogue order retailers to an effective sales channel many kinds of companies including as retailers and manufacturers use. Moreover, the market for direct marketing is expected to become even more activated by the spread of PC and smartphone where customers have easy access and by direct marketing companies overseas participating in the Japanese market.

This lecture is designed to give clear explanations on direct marketing strategies and practice examples of direct marketing related companies, and to educate students with growing and developing direct marketing business.

➤ **Attendee:**

About 250 students of Kobe 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 receive a lot of questions 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

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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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