

GENERAL MANAGER ❖ BUSINESS DEVELOPMENT DIRECTOR**Trilingual in Japanese, English & Danish**

Demonstrated the special ability to solve so-called impossible business development problems in the Japanese market for small B2B foreign capital companies with unknown niche brands winning up to 60% of all major customers in 1/3 of the average time to market.

CORE COMPETENCIES**Breakthrough Business Development**

- Embassy Connections, Network & Promotions
- Pilot Customer & Major Account Acquisition
- Niche Marketing
- Business Development
- Market Entry, Sales and Market Penetration

Problem-solving

- Communication Problems and Solutions
- Localizing of European Products to Japanese Market
- Claims Management
- Root-Cause Analysis

CAREER SUMMARY

Business Consultant (Europe)	Starzen and Various Companies (2011 to Present)
Director & Owner (Japan & Europe)	mx2, Japan & Denmark (2003 to 2005; 2006 to 2008, 2009 to 2011)
Marketing Coordinator (Japan)	The Danish Agricultural Council, Tokyo (2009 to 2011)
Coordinator (Europe)	JETRO (2005 to 2006)
Business Manager (Japan)	NTC Dream Max Co. Ltd Uridan (2002 to 2003)
Commercial Attaché (Japan)	Royal Danish Embassy, Tokyo (1998 to 2002)

PROFESSIONAL EXPERIENCE***Business Development in Japan for European Companies**

mx2 **2003 to 2005**

Founder & Director (Periods worked for company: 11/2003 to 08/2005 – 07/2009 to 05/2011)

Launched a profitable Japan based import export company from scratch. Introduced Danish exhibition equipment to the Japanese market.

Select projects and accomplishments:

- **Finding and Connecting of Companies:**
 - Promoted Kataka Actuator (<http://kataka.dk/>) to attract target companies in Japan to purchase Danish patent. Found and connected the client with the largest company in Japan in this field which was determined to invest significant amounts.
 - Connected Cablox Computer Cable Organizer (<http://cablox.com/>) with Yamada Denki, the biggest Japanese IT accessory retailer.
- **Market Entry Business Development:**
 - Tasked and entrusted to introduce high quality Danish exhibition equipment from sole proprietor (System Standex A/S) operation on minimal budget to the Japanese market.
 - Outcompeted established Osaka based Japanese distributor: Leveraged “ex-Danish diplomat” image as a seal of quality. Sent products initiatively to customer to “try and see” combined with a return-at-no-cost guarantee. Leveraged first deal with largest exhibition equipment leasing company to get a foot in the door with other organizations to increase sales without using marketing money. Offered a 14 day delivery guarantee compared to 2-month delivery by Japanese competitors and a 3-year warranty as opposed to 1-year offered by competitors.

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Notable Results Delivered:

- ✓ Secured deals with Hiratsuka Lease (One of the largest exhibition equipment leasing company in Japan) and renowned companies like Otafuku Sосу and Louis Vuitton as well as with universities.
- ✓ 100% customer acquisition rate with “try-and-see product” and “return-at-no-cost guarantee” strategy.
- ✓ Client satisfaction with orders led to early termination of distributorship with Japanese importer resulting in sole distributor rights.

**The Danish Agricultural Council Tokyo Office
Marketing Coordinator****2009 to 2011**

Promoted Danish pork meat to biggest Japanese importers such as Nippon Ham, Ito Ham, Starzen, Shinshu Ham, and Shunsetsu Saburu (former Yukijirushi). Built, nurtured and leveraged strong food service industry and related media companies network.

“His unique personality made Japanese trust him from day one... He was instantly liked by everyone.”
Katsuya Itoh, Senior Marketing Manager, The Danish Agricultural Council Japan Office, 1989-2003

**NTC Dream Max Co. Ltd.
Business Development Manager****2002 to 2003**

Logistics company with 60 employees that diversified into environmental and water-saving business. Pioneered the introduction of water-free urinals to the Japanese market. Obtained product rights from Danish manufacturer Uridan A/S and started urinal business despite all warnings of potential failure. Managed staff of 10 in New Business Development Division and reported to the president.

“There is no doubt that Kim Pedersen will be able to operate any other product forward with great success in Japan” Migita Kouji – Manager/NTC

Select projects and accomplishments:

- **Market Introduction and Competitors:**
Handled and spearheaded the introduction and business development of water-free urinals in an environment of two dominant players (TOTO and Inax) with a combined 85% market share.
- **Claim Management:**
Handled customer site (restaurants, department stores, etc.) installation claims to ensure timely solutions.

Notable Results:

- ✓ Penetrated the Japanese market in only one year with 30 agents all over Japan and with sales and installations at 3 out of 5 (60%) of the largest general constructors in Japan.
- ✓ Penetrated the majority of relevant markets: e.g. chain restaurants: McDonalds and Skylark; department stores: Mitsukoshi and Takashimaya, as well as major players in theme parks, railway stations, supermarkets, schools and universities (see: <http://www.japan-country-manager.com/key-achievements/uridan-japan.htm> for more details).
- ✓ Awarded as one of 100 companies with highest growth potential in Japan in 2003.
- ✓ Most visited booth at Hotel and restaurant show in Japan in 2003.
- ✓ Obtained references in 17 out of 47 municipalities.

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Royal Danish Embassy, Tokyo
Commercial Attaché

1998 to 2002

Hired with the mission to promote Danish exports to Japan in consumer goods and building materials. Approached Danish companies to sell the embassy's market entry, market research, event management & promotion services. Searched for partner companies in Japan, arranged participation in exhibitions and facilitated networking.

"Thanks to Kim's work [...] we were able to establish contacts with major Japanese construction companies and later we got a good working relationship and actual working relationship with and actual reference on the Japanese market, including Japan's tallest skyscraper." Dr. Imad Mualla, CTO, damptech A/S, Denmark

Select projects and accomplishments:

- **Consultancy Bills:**
Exceeded the consultancy bills at Royal Danish Embassy by 150% from a target of 200 hours to 300 hours annually.
- **Customer Acquisition:**
Added 20 – 25 new customers annually and facilitated collaborations between 5 to 10 Danish and Japanese companies.
- **Promotion:**
Promoted major furniture, gift items, building materials and designer goods companies:
 - **Promoted furniture** (approximately 40 furniture manufacturers): Fritz Hansen (top Danish furniture manufacturer and producer the "seven chair" which is the most known and most sold chair in the world) Fredericia Møbler ▪ PP Møbler ▪ Brdr. Andersen ▪ Carl Hansen & Søn ▪ Hammel Møbelfabrik ▪ JL Møllers Møbelfabrik ▪ Tranekær Møbler ▪ Club 8 ▪ Royal Furniture Collection ▪ Bo Concept etc.
 - **Promoted jewelry & lightings:** Pilgrim ▪ Louis Poulsen
 - **Promoted building materials:** Uridan A/S ▪ Damptech (<http://www.damptech.com/> Earth quake protection system).
 - **Promoted gift items:** Approximately 30 companies on regular basis and up to 30 more on on-the-spot basis: Royal Copenhagen ▪ Stelton ▪ JOVO (kind of LEGO blocks <http://www.jovo.com/>) etc.

*****Business Development in Europe for Japanese Companies*****
Starzen Europe, Copenhagen
Business Consultant

2014 - Present

Starzen Europe exports pork meat from Denmark, Hungary, Poland, Ireland, France, Portugal and other European countries mainly to Starzen's parent company in Japan (annual export 250 million DKK). Developed and initiated business with 3 new suppliers in Europe for sliced pork deliveries to Japanese food service companies.

Select projects and accomplishments:

- **Denmark Office Management:**
Handle all aspects of the office in Denmark, including sales, claim handling, business development, transport documents and IT (transformation from paper based to IT based office – development of Access Database handling export documents) etc. Created a company manual for all tasks at the office.
- **Supplier Management:**
Visit and instruct suppliers around Europe regarding the strict Japanese quality standards and requirements. Started supply from Hungary and Ireland.
- **Market Intelligence:**
Source and find new suppliers in Europe and gathering of market intelligence.

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mx2**2005 to 2008****Founder & Director**

Sold Japanese gardens in Denmark and Dubai. Assumed general management tasks.

Select projects and accomplishments:**• Major Project:**

- Successfully landed the largest order of creating a Japanese garden outside Japan in 2006. The size of the garden was 22000 m2 and the scope of the project was 15 million DKK.
- Handled additional 5 to 10 new projects annually.

JETRO Denmark, Copenhagen**2005-2006****Coordinator**

Local coordinator for a furniture project promoting Japanese furniture to the Danish market. Assigned to close down a far too high profiled furniture project that involved major players within the industry in Japan and Denmark.

Select projects and accomplishments:**• Project Closing:**

- Closed down the fruitless project without anyone losing face, and with a successful result for the project itself by turning a 3 year project into 2 weeks intense sales activity.
- One of Japan's leading furniture manufacturer, Karimoku Mokko, entered a contract with a Danish company for the Nordic market.

PROFESSIONAL QUALIFICATIONS AND TRAINING

- **Successful Negotiation**, Essential Strategies and Skills, Michigan University/2015
- **Examined Exporter**, The Danish Export Institute, Denmark
- **Food Hygiene Manager** (Funabashi municipality no. 23101/2011)

EDUCATION

- **The Danish Export Institute**, International Marketing and Export Diploma
- **Aarhus University**, Japanese Language Bachelor Degree Course (1994 – 1996, completed first 2 years)
- **Arhus Business School**, HH (Higher Commercial Examination)
- **Attended** Kanazu Primary School in Japan