

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 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
Complaint Management
Root-Cause Analysis

CAREER SUMMARY

Table with 2 columns: Role/Location and Company/Period. Includes roles like Business Consultant (Europe), Director & Owner (Japan & Europe), Marketing Coordinator (Japan), etc.

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.

Selected projects and accomplishments:

- Finding and Connecting of Companies: Promoted Kataka Actuator to attract target companies in Japan to purchase Danish patent. Found and connected the client with the largest company in Japan within this field which was determined to invest significant amount.
Market Entry Business Development: Introducing high quality Danish exhibition equipment from System Standex A/S to the Japanese market. Outcompeted established Osaka based Japanese distributor: Leveraged "ex-Danish diplomat" image as a seal of quality.

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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 Sosu and Louis Vuitton as well as 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, 1989-2013

NTC Dream Max Co. Ltd.

2002 to 2003

Business Development Manager

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 directly to the president and owner of the company.

“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

Selected projects and accomplishments:

- **Market Introduction and Competitors:**
Handled 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.
- **Complaint Management:**
Handled customer site (restaurants, department stores, etc.) installation complaints.

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 of the largest general constructors in Japan.
- ✓ Penetrated most 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 (Click [here](#) for more references).
- ✓ 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 with and actual reference on the Japanese market, including Japan's tallest skyscraper." Dr. Imad Mualla, CTO, damptech A/S, Denmark

Selected 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, 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
 - **Promoted gift items:** Approximately 30 companies on regular basis and up to 30 more on "on-the-spot" basis: Royal Copenhagen ▪ Stelton ▪ JOVO and other

*****Business Development in Europe for Japanese Companies*****
Starzen Europe, Vejle, Denmark
Business Consultant
January 2014 – April 2017

Starzen Europe exports pork meat from Denmark, Hungary, (Poland), Ireland, France, Portugal and other European countries mainly to Starzen's parent company in Japan. Developed and initiated business with 3 new suppliers in Europe.

Selected projects and accomplishments:

- **Denmark Office Management / Market intelligence:**
Handle all aspects of the office in Denmark, including sales, complaint 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. Source and found new suppliers in Europe and gathering of market intelligence.
- **Supplier Management:**
Visit, inspect and instruct suppliers around Europe regarding the strict Japanese quality standards and requirements.
- **Increased turnover considerably:**
Tripling the turnover in three years to 450 million DKK.

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2005 to 2008

Founder & Director

Sold Japanese gardens in Denmark and Dubai.

Sold Japanese porcelain to hotels and restaurants in more than 10 countries.

Advising 30 to 40 different companies in various industries each year reg. the Japanese market.

Selected projects and accomplishments:

- **Major Projects / Japanese gardens:**
 - Successfully landed the largest order of creating a Japanese garden outside Japan in 2006. The size of the garden was 22.000 m2 and the scope of the project was 15 million DKK.
 - Handled additional 5 to 10 new projects annually
- **Major Projects / Japanese porcelain:**
 - Largest single project 370.000 DKK to a famous Danish restaurant in 2007.

JETRO Denmark, Copenhagen

2005-2006

Coordinator

Local coordinator for a furniture project promoting 30 different Japanese furniture manufacturers furniture to the Danish market. Assigned to coordinate a furniture project which involved major players within the industry in Japan and Denmark.

Selected 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 Japans leading furniture manufacturer, Karimoku Mokko, entered a contract with a Danish company for the Nordic market.

PROFESSIONAL QUALIFICATIONS AND TRAINING

- **Fundamentals of Management**, University of California /2017
- **Project management**, The Basics for Success, University of California /2017
- **Successful Negotiation**, Essential Strategies and Skills, Michigan University/2015
- **Food Hygiene Manager**, Funabashi municipality no. 23101/2011
- **Examined Exporter**, The Danish Export Institute, Denmark 1998

EDUCATION

- **The Danish Export Institute**, International Marketing and Export Diploma 1998
- **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