



## Shigeo Okazaki

Executive Brand Consultant  
Managing Director,  
Strategic Resource Center  
Beijing Dentsu

shigeo.okazaki@dentsu.co.jp



### [Education]

University of Tokyo, BA in Education, 1977-1981  
University of Pittsburgh, Katz School of Business, MBA, 1988-1989

### [Occupation]

Joined Dentsu Inc. in 1982. Achieved diverse successful cases in strategic planning and advertising execution for both domestic and multinational clients. Experiences include global marketing research, strategic planning of marketing/media/creative, product development, brand consulting, and advertising/promotion execution. Initiated Brandex project in 2000 to create a global brand audit system and launched it as a new client service of Dentsu in 2002. Based in Beijing from 2006, oversees strategic planning of Dentsu network companies in China while providing global clients with brand consulting services and delivering brand seminars.

### [Teaching]

Lecturer of advertising at Business School, International University of Japan (1991-92)  
Lecturer of marketing at Employee Education Center, Ministry of Posts, Japan (2001-02)  
Lecturer for Executive MBA Program at TsingHua University, China (2007-08)  
Adjunct professor of Marketing, Chulalongkorn University, Thailand (2007-08)

### [Seminar/Speech]

Mar 2004 ESOMAR Asia Pacific Conference (Shanghai)  
Jun 2004 Brand seminar with David Aaker for Taiwan External Trade Development Council (Taipei)  
Jan 2005 Advertising workshop for Vietnamese Chamber of Commerce (Ho Chi Minh)  
Jan 2005 Special lecture for University of Economics, Ho Chi Minh City (Ho Chi Minh)  
Mar 2005 ESOMAR Asia Pacific Conference (Tokyo)  
Aug 2005 Brand seminar for Chulalongkorn University and Dentsu Thailand (Bangkok)  
Oct 2005 Brand seminar for Malaysia External Trade Development Corporation (Kuala Lumpur)  
Dec 2005 Brand seminar with David Aaker hosted by Phoenix Communications (Seoul)  
Mar 2006 Brand seminar for Malaysia External Trade Development Corporation (Kuala Lumpur)  
Aug 2006 'Innovative IMC Conference' by Pacific Conferences (Singapore and Kuala Lumpur)  
Nov 2006 Brand seminar with David Aaker for Chulalongkorn University and Dentsu Thailand (Bangkok)  
Feb 2008 Executive brand seminar for Tourism Authority of Thailand (Bangkok)  
Mar 2008 Brand forum with David Aaker hosted by Beijing Dentsu (Beijing)  
Mar 2008 Brand seminar for Thai exporters organized by Department of Export Promotion (Bangkok)  
Dec 2008 Brand seminar at New Media Annual Conference (Beijing)

### [Papers]

'The Kabuki Dilemma: the challenge of transformational relevance and a soup-to-nuts solution to meet it' (2004, ESOMAR)  
'Use intention: how consumer perception counts' (2005, "Admap" March issue)  
'Identifying the drivers of use intention for brands' (2005, ESOMAR)

### [Articles, Interviews]

'The Power of Branding' ("The Edge" magazine, Nov 28, 2005 issue, Malaysia)  
'Thailand Needs a Super Slogan' ("The Nation" newspaper, Nov 14, 2006, Thailand)  
'Word of Mouth: David Aaker & Shigeo Okazaki' ("BrandAge" magazine, Dec 2006, Thailand)  
'Boosting Brand Values' ("Contemporary Manager" magazine, May 2007, China)  
'Branding is Fun' ("Think Tank" magazine, October 2007, China)  
'Executive Hour' (Nationwide radio program, October 19 and Nov 23, 2007, Thailand)  
'What is above Advertisement' ("21<sup>st</sup> Century Advertising" magazine, Dec 2008, China)