
Resume of Masayuki Amano

Experience

Strategy Officer at Research & Development Center

Manage the “*Cutting edge Technology of Electronics*” research and development.
Ex. 3D-CG, Lippman Hologram, X-ray computed tomography; Sound Equipment, ...

Director of Finance and Human Resorce

Consultation of acquiring Privacy Mark

Music and Sound Recording Engineer, E-Publishing Author

Established the multi media sales organization and made the strategy in Japan.
Music, Video and Multimedia Producer.

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Internet E-Mail; amano@yha.att.ne.jp

www.aimcorp-ltd.com/ (Contents-Japanese)

www.creamcompany.com/C5files/C5top.html (Car electronics-Japanese)



 www.youtube.com/user/TheXtalship



As of Sept. 2011



Current Activities

- Designed "the safety confirmation system of remote place" for elderly person.
- The software development of "the electronic nursing health diary" for the old people helper uses.
- Supporting nurturing activities of the hearing assistance dogs by music sales.
- Electro-Publishing books released at Smashwords-USA. (Picture books, folk tale, essay).
- Chief executive producer of "The Central Asia and Silk Road music festival" which opened at March 25th 2009 at Yokohama.
- Business consultation, for installing **O.B.V. Satellite video studio** to the African government.
- The **Musical director** for the million seller novel "The Stormy Night" which was written by Yuichi Kimura. It was opened at Tokyo Aoyama Theater in 2007 summer.
- **IT consultation** to an extra-departmental body of the Ministry of Foreign Affairs.
- Creative direction to many artists and musicians in the world.
- Establish the business consulting office at Hong Kong.
- Create and edit the foreign standard video material for the former cabinet minister **Yuriko Koike** appeared on a Aljazeera TV.
- Planning the new "**Soundproofing Board**" for the house building.
- Design and build the professional Music **Recording Studios**.
- Director, the nature and animal photographer Mr. Shin Yoshino's Blu-Ray.
- Directed and produced "Dr. Nobutoshi Kihara's development history at **SONY**" on a Hi-Definition Video.

www.youtube.com/watch?v=1SsegxZ3xO8

www.youtube.com/watch?v=8MCD1vjbc9c



Life safe Smart-Phone for elderly



E-Publishing



Hi-definition & 3DVideo



M. Amano at Recording Studio



Supporting hearing assistance dog



Int'l Music Festival



Prime Aide appeared on a Aljazeera TV

QUALIFICATIONS

Have abundant business experiences in two worlds “ the electronics and the entertainment”. **Administrative Strategy Officer**, which was in charge of commander of the company management. Including the business incubation, marketing, sales, and “Research and Develop” in **SONY-KIHARA Research Center, Inc.**

Has responsibility in a lot of departments such as contents-producer, advertisement, public relations, marketing, and sales for **Apple Computer, Aruze Corporation, and Warner Music Japan.**

The enterprises are greatly developed to the cutting edge technologies by the proved sense of creativity and the knowledge of electronics

Sony-Kihara Research Center, Inc. Administrative Strategy Officer and R&D Director

Responsible for top management leader of all the back-office section whole like administration, financial affairs, human affairs, public relations, announcing to public, the contract management, and compliance, etc.

Succeeded in to increase the annual sales from 1.5 billion yen to 2 billion yen, with the start-up of a new business and the R and D.

(One patent acquisition concerning application of Computer Graphics)

Aruze Corp. Director, Business department. Additional post in charged of Announcing to public.

Achieved the company's best record of the **annual sales in over 100 billion yen** by commanding to 300 sales persons in 1998.

Proposed the computerization of the key business and the operation cost has been reduced.

Decided the company business as a member of the board of directors.

Succeeded the company in the counter stock and it succeeded in listing. Planned and directed the IR media presentation.

The media mix strategy that used the Internet, TVCM, and the newspaper magazine was planned and pulled in public relations.

Apple Computer. General Manager, Marketing

Abundantly experienced the business of a state-of-the-art multimedia and electronic technologies.

Cooperates with the counter part at the United States headquarters for the sales promotion of Macintosh Computer.

Wide-ranging marketing activities are **developed with the customer, the professional musician, the IT industry, and government** and municipal offices, etc. contributes to the expansion of the company. The order acquisition of a new model from the major company.

Warner Music Japan, Inc. Engineer and Producer

Established the new technology that shift **from analog disk to CD**. Created the hit music of the domestic / overseas **famous artists as a recording engineer and producer**. An energetic activity takes charge of not only the studio business but also production, the advertisement, marketing of the video title production and the multimedia contents. The radio programs production for promotion is done as well.

Negotiation with "United Nations Women's Guild" was successful , the CD-ROM "Ride with the Sun" that was the first title of WMJ was produced.

It succeeded in doing the bundle to Apple Computer Performer model. **Won the foreign affairs prize of Multimedia Association Japan** in 1993.

Experience and Achievement

Sony-Kihara Research Center, Inc. 1999 Sept.- 2006 Jun.

Administrative Strategy Officer

- By the strong leadership, I manage the highest technology center of Sony by 2 billion yen a year.
- Manage the foundation of the organizational operation like the management planning, administration, human affairs, financial affairs, **compliance affairs**, and the “Occupational Health and Safety Management”, etc. as a leader in charge.

Director, R&D Planning

- Responsible for the business scheme plan and progress and the budget management of the research and development whole.
- Promotion of laboratory and Sony
 - Presentation for interview from domestic and foreign TV station, magazine and newspaper medium about recent technologies.
 - Sony Dream World (at Pacifico Yokohama) ; Select three forefront themes of the laboratory carefully to the event of the entire Sony group, exhibit, and do produce.
 - Sony Media World (It is permanent in front of Shinagawa Station); Plan and produce the permanent booth for the emerging technology.
 - Exhibition produce of Soichiro Honda and Masaru Ibuka (Edo Tokyo museum and others). Execution of lecture of Dr. Kihara.

General Manager, Business Incubation

- The commercialization of **industrial 3D.X-ray visible device** was completed. Put it on the market from Sony. Had a press conference as a person in charge of marketing, and the publicity of the media article etc. was made to succeed. Done the promotion to the industry and delivered to several companies.
- Conceived the development of “Real-time 3D computer graphics map draw system“. It installed as the maximum feature of “**car navigation system XYZ series**”, and it is commercialized.
- Promoted the sales of the graphics engine development that installed in PlayStation3 and PSP to Sony Computer Entertainment, receives an order for 200 million yen.
- Made business collaboration with several overseas universities such as MIT, Stanford, Washington, and Columbia. The educational-industrial complex research themes had begun successful. Developed the Lippman type **Digital Holographic Stereogram** business schime as a senior producer at SONY.

Director, Executive Office

- Compilation and actualizing of technological history of Sony
 - Cooperated with the headquarters, historical equipment are collected from every country in the world, and the photograph, animation, and the record, etc. are made to data base.
 - Archived Sony technology and Dr. Kihara's achievement.
 - Plan the project and execution of lecture in nationwide various places.
 - The interview correspondence from overseas media is made to succeed.

Experience and Achievement

Aruze Corp. 1998 May-1999 July

Hold two posts concurrently. Sales department and PR department director.

- Commanded to 300 or more nationwide business employees with the strong leadership
- Reorganize the business units at sales dept. and nationwide branch office to the reasonable formation.
- Planned and executed to change the sales method by Internet mobile computing.
- Succeeded in increasing the sales value to 120% by the reasons above.
- Made 37000units sales record at end of Dec. 1998. (Average 23000 units)
- Improve the employment examination as the HR director.
- Succeeded in gathering plenty of the applicant by effective notice by the major newspapers.
- Opened the nationwide Rock concert by a major musician to enhance the cognition of the new company name.
- Directed internet homepage design and opened it since Jan. 23 and won 100000 access at Feb. 15.
- Planned and directed media strategy of TV-CF, FM program and Magazine CM to increase the cognition of the new company and products name. (180 million yen)
- Succeeded to increase annual sales in 100 billion yen or more in 1998.

Experience and Achievement

Apple Computer Inc. Jan. 1996 - Jan. 1998

PEN (Publishing, Entertainment, New Media) Marketing and Sales/ Manager Jan. 1997- Jan. 1998

- Succeeded in increasing sales of server business by 300% by developing products which were adapted to market needs, planning sales strategies and directing dealer's strategic management.
- Succeeded in reducing 50% of own sales channels and sales expenses by preparing distribution strategies and re-organizing number of dealers.
- Achieved sales of 150% previous year by preparing sales promotion tools, delivering tools to company and dealer salesmen and developing potential customers with dealers.
- Succeeded in making studio audio products by providing more than 100 programs and algorithms for 7 professional equipment, which were ordered by Sony. (since 1985)
- Developed new products, proposed product development to US head office, established project team in the head office.
- Succeeded in receiving continuous orders by proposing Labor Ministry grant for All Japan Federation of Printing Industry Associations, holding seminars on electronic business and keeping approved model for printing industry.
- Developed server system which simplified order placing and receiving from outside location by salesmen.
- Introduced new sound and video technologies for computer to musical instrument and multimedia companies, established as standard technology through satisfactory results and implemented marketing activities through channels.
- Succeeded in creating Internet home page for the "Music and Personal Computer" that gained 200,000-300,000 access, improved and revised contents every month. Apple Music Studio <http://solution.apple.co.jp/music>
- Achieved better results than previous year by negotiating co-exhibition with large companies, inviting famous artist on stage and obtaining more exhibition space than previous year.
- Succeeded in increasing stagnant products sales by 200% by holding seminar for new technology introduction with Product Planning Div. and making multimedia presentation.
- Succeeded in selling high price products with dealers by coordinating experience seminar for consumers.
- Upgraded subordinates' skills by training through short, efficient meetings and lectures.

Experience and Achievement

Apple Computer Inc. Jan. 1996 - Jan. 1998

Consumer Business Unit/ Manager Jun. 1996-Dec. 1996

- Segmented products by family, hobbies and SOHO, and achieved stable sales by making best use of sales channels.
- Standardized company's entertainment technologies, convinced musical instrument and multimedia companies to use these technologies and supported unique product development in each company.
- Proposed and introduced integration of broadcasting and video to FM station, obtained 2 spots in 6 months radio program at 30% cost and received President's Award.

Marketing Div./ Manager Jan.1996-Jun.1996

- Attended committees such as Multimedia Contents Association and Association of Musical Electronics Industry as representative of company.
- Prevented persuading record companies to change format of CD-Extra, which did not run on Macintosh because of infringement of agreement, and established support service systems.
- Obtained efficient publicity by holding seminars for public relations of innovative technology to broadcasting and multimedia industry and delivery materials and information by CD-ROM to mass media.

Experience and Achievement

WARNER MUSIC JAPAN Inc. Apr. 1978-Dec. 1995

Create & Engineering Domain

Recording Engineer / Studio Technician / Contents Producer

- Studio and Live Recording for Major International musicians
 - **Madonna, Howard Jones, Doobie Bros, Dokken, Guns'n Roses, Teresa Carpio, Sandy Lam, Dick Lee, Nini Rosso, E.Yazawa, Akina Nakamori, Masashi Sada, Katsuhisa Hattori** and more
 - Imported "The Fairlight Computer Music Synthesizer" from Australia. Japan's first digital computer music CD "TPO" was released which was produced by me and younger brother* by CBS-SONY. (**Masamichi Amano famous composer for movie sound track , symphony and brass band today*)
- Have detailed knowledge of Digital Mastering, Video contents produce, and the latest media technology analysis
- In the start-up of the CD business, contributed to the standardization of the industry technology in cooperation with Sony Music, and incorporated leading-edge technology into the recording section
- Have been trusted from the major broadcasting stations such as NHK and TBS, conduct the seminar of "recording methodology" and "new technologies"
 - Consult both business/technology, constructed a close business relation to production/engineer of the those companies.
- Recording studio design (five houses). Direct the design of the acoustic sound building company, and supervised the detail of construction.
- Settled on and executed the brand solicitation strategy in the multimedia of the Warner group.
 - Won "Gold prize of the foreign affairs of The Ministry of the Multimedia Association" and "Excellent prize of the CD-ROM contest" in 1993.
- The CD-ROM title named "Ride with the Sun" planned and produced by Amano. It released as the Warner Music Japan's first edutainment multi media product.
 - To raise the social value, **United Nations Women's Guild**, the each country **embassy** and NTT were involved. To make the artistic work, world's famous "Seiji Fujishiro" was appointed as the shadowgraph writer . Mikako Kihara rewrote the stories for more fun and entertained version. After the first sales on the market, won the bundle right of Apple Computer. The sales rights was provided to Fujitsu as their first WINDOWS edutainment CD-ROM.



Experience and Achievement

WARNER MUSIC JAPAN Inc. Apr. 1978-Dec. 1995

Marketing Domain

- Established the multi media sales division and strategy in Japan.
- The titles which were made by “Warner New Media” and “Time Warner Interactive” were distributed to major dealers and CD shops. I developed these market.
- Involved the game companies and publishers to enhance the CD-ROM market.
- Negotiated to NTT to share the production budget for “Ride with the Sun”. I could earn the half of the budget.
- Investigated a lot of new standard such as CD-G, CD-Plus, Video-CD, and CD-ROM that had been proposed at the era of multimedia dawn.
- Submitting the report to the top management conference. The decision of the test sales continuance by limited condition according to my proposal prevented a big loss beforehand.

NTT: Nippon Telegraph and Telephone Corporation

Premium functions

The "Reading book mode" was planned for the children that hate reading.

The "Story teller mode" was designed for the busy fathers who do not know the detail of the story. And "Movie mode" was enjoyed by all the families.

Scandinavian folk tale, geography and culture, some of the greeting conversation were contained. All contents instantly switchable to English and Japanese.

This title was the masterpiece of multimedia.



shadow picture: from CD-ROM Ride with the Sun



Personal Data of Masayuki AMANO

EDUCATION

Master of Science with concentration in Electronics Nihon University (April 1976-March 1978)

Major: The simulation of real time sound harmonize effect / Minor: Crystal OSC circuit

Bachelor of Science and Engineering Nihon University

obtain a scholarship (April 1972-March 1976)

Major: The simulation of the game GO by Hitac-10 computer / Minor: Crystal OSC circuit

Permanent Domicile

Japan, 11-29, Kaminoki-dai, Kanagawa-ku, Yokohama city Kanagawa Pref. 221-0011

Date of Birth

July 8, 1953 (58)

Martial Status

Married (two independent sons)

Social Activities

A part of sales of music is contributed for the hearing assistance dog support.

<http://www.youtube.com/watch?v=2PmnXiIXceI> , <http://www.youtube.com/watch?v=5x-shdFYC4w>

Revitalization of the deserted mall.

<http://www.youtube.com/watch?v=zTm9GVaDu1Y> , <http://www.youtube.com/watch?v=kSmEexYUSdM>

The charity event for the people who are affected by the earthquake disaster was held at Ouguchi Shopping Mall on March 27th.

We collected donations exceeding one million yen.

Contact

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REFERENCES AND FURTHER DETAILS TO BE FINISHED UPON REQUEST