

Takashi Yamamoto

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Advertising • Digital Marketing • New Media

General Management • Chief Operating Officer • Strategic Business Development

Grand Ideas for World-Class Advertising: Orchestrated a Mammoth Outdoor Event That Is Seen by a Billion People Every New Year's Eve

Visionary Advertising Executive who can harness the power of a big idea. Unstoppable implementer who discovers untapped possibilities, leads teams to bold action, and drives each project from start to finish. Known for creative ideas, strong client relationships, and rigorous MBA-budget discipline. Fluent in Japanese and English.

- **Driving Force:** Nicknamed “Mr. Times Square” for creating a new, mega-million advertising venue in NYC – a \$75M project, starting from scratch – that established credibility and follow-on billings for ETD Americas.
- **Results:** Relentlessly increased profitable billings for 12 years – roughly 60%, on average – despite the financial meltdown of 2008 and tsunami disaster that crippled some key clients in Japan (2011).
- **Leadership:** Builds winning teams by inspiring people with the freedom to accomplish “impossible” goals. Created an entrepreneurship program – workshops & videos – that now attracts 4000+ followers on Twitter.

ADVERTISING EXPERIENCE • TEAM AWARDS FOR PRINT, TV, OUTDOOR, AND DIGITAL

ESAHI TOKYU DELPHYS (ETD), Various Locations Worldwide

1989–Present

Japan's second-largest, full-service advertising agency – the world's 4th-largest marketing organization – an affiliate of Omnicom Group.

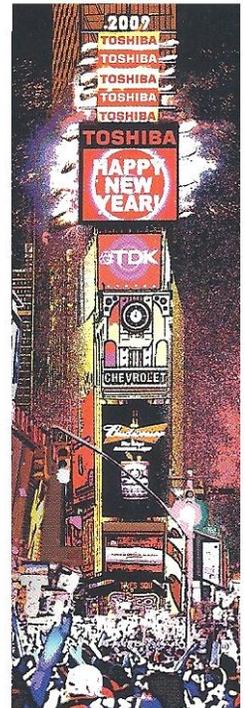
Promoted to Executive VP and Country Manager, ETD Americas (ETD-A), 2005–Present

Promoted to Chief Financial Officer, ETD-A, 2000–2005

Promoted to Director of Account Services, ETD Hong Kong, 1995–2000

Director of Account Planning, ETD World HQ, Tokyo, Japan, 1989–1995

Started as an Advertising Planner and quickly advanced into business development, and general management. Promoted to high-profile leadership positions in Hong Kong and NYC.



ETD's First LED Display, "The Top of the Top": Seen by 1 Billion People Every New Year's Eve

TOP PROJECT – TOSHIBA DISPLAY – THE ONGOING STORY OF A \$75M IDEA

BACKGROUND AND CHALLENGES

Single-handedly drove the creation of a brand new advertising venue – starting with a very profitable LED display in Times Square in 2000 – and added 12 similar displays over 12 years.

- **Opportunity:** Many people were expecting a “Y2K disaster” on New Year's Eve of 2000. As 12 AM approached, the world was watching the famous “Ball Drop” in Times Square, NYC.
 - Over 1 billion people would be watching the ball and counting down the final seconds.
 - Placing a display at the top of the building would be a fabulous advertising achievement.
- **Mission Impossible:** The HK office had successful experience with giant LED displays in HK and Japan, but had not done any in NYC (and had no time to build out One Times Square).
 - The project nearly fell apart 4 times – especially when Dell bid for the “top of the top.”
 - Severe technical challenges: Building was very old (1904), so installing the display posed problems with wind loading. And the advanced LED display was vulnerable (“like operating a laptop computer in a rainstorm”).

ACTIONS AND LAUNCH OF A NEW ADVERTISING VENUE • 2000–PRESENT

Conceived the original idea and acted as the “project evangelist.” Won support from ETD's HQ in Tokyo, which directed account teams to find potential clients. Within 2 months, Toshiba signed a deal for “One Times Square.”

- **Financial Analyses:** Prepared hundreds of “what-if” scenarios that factored in the initial capital investment, lease years, rents, and dozens of other costs and revenue sources.
- **Expanded Scope:** Project eventually grew to 13 LED billboard displays that were built on a huge scale that had not been tried before (roughly 140’ x 40’). Because the signs are digitally programmable, many displays are possible, such as the world’s largest “Electronic Christmas Tree (cited in the *Guinness Book of World Records*).
- **Negotiations:** Non-stop, back-and-forth discussion with the property owners, banks, lawyers, client, ETD HQ, architect, electrical engineers, control room, and R&D people at Toshiba HQ.

RESULTS

- **Successful Launch:** Toshiba’s spectacular electronic display at the top of One Times Square – now seen by a billion people every New Year’s Eve – counted down the final seconds before Year 2000 (“Y2K”).
- **Follow-on Business:** Closed 12 more projects following the initial success in 2000. Each is a multi-year, multi-million-dollar project that generates a profitable revenue stream despite volatile swings in economy.

GLOBAL ASSIGNMENTS AND HIGHLIGHTS • TOKYO – HK – NYC • FORTUNE 50 ACCOUNTS

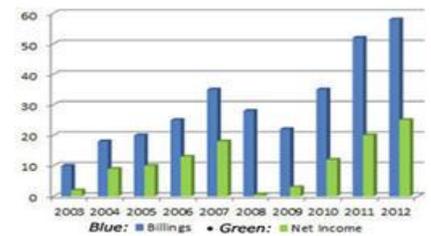
Executive VP, ETD Americas, New York City and Los Angeles, 2000–Present

Continually improve billings and profits. Manage NYC and LA offices. Leverage expertise in project finance, bank negotiations, and investments.

- **Team Awards:** In addition to LED projects, led account and creative teams that won numerous awards during 2000–2012: 4 Clios and 6 Addy Awards – healthcare, automotive, government, electronics, and food.
- **Profitable Sales:** During 7-year period as Executive VP, multiplied sales by 6X and net income by nearly 10X:
 - Built a massive reserve of long-term passive income for ETD Americas by reapplying the “One Times Square” model. Created a new advertising venue for ETD–A that fueled additional projects.
 - Identified top clients and promoted their global corporate brands via outdoor LED displays in Times Square, “Crossroads of the World.”
 - Continually improved bottom-line profits via cost cutting, business process improvement, automation, and sharp negotiation of media deals. Squeezed the best possible terms and interest rates from banks.
- **Industry Credibility:** Boosted awareness of ETD–A, which had been relatively unknown in NYC. Showcased firm’s capabilities and won accounts from larger, entrenched competitors such as JWT and Ogilvy.

Advertising Creativity Meets MBA Discipline

■ Doubled Billings During 2003–2012
■ Profitable Every Year Despite Crash of 2008–2009



Director of Client Accounts, Hong Kong Office, 1995–2000

Directed several Account Managers. Focused on global branding strategies for clients in China. Initiated several outdoor displays in Hong Kong – highly successful LED billboards overlooking Kowloon Bay – which set the stage for the One Times Square project.

Director of Event Planning, Tokyo HQ Office, 1989–1995

Promoted from Trainee to Event Planner to Director of Event Planning for Fortune 100 accounts.

COMMUNITY LEADERSHIP

Built an extensive business network during 12-year assignment in NYC and was elected president of JA-Net, which is a top US-Japan network that promotes cultural and business ties. Recently became a US citizen and declined a promotion at ETD because it required relocation to Tokyo.

EDUCATION AND EXTRACURRICULAR

MBA, Finance, Company Sponsored, Columbia University, 2003 • B.S., Finance, University of Tokyo, 1989
Completed NYC Marathon (5.5 hours) • Monthly Columnist for JAAA (Japanese Advertising Agency Association)

One of the issues with this resume was timing – the most interesting part of the Toshiba story happened 12 years ago, i.e., right before Year 2000 and successful launch of the Toshiba LED billboard on New Years Eve.

So the resume emphasizes that the story is not only the launching one LED display on New Year’s Eve (although a billion people did see it). More importantly, he launched a new type of advertising business that was “old news” in Japan and Hong Kong but relatively new to New York City.

During the 12 years following the Toshiba project, he sold and project-managed 13 more signs – each one a major construction and capital financing project – and he graduated from Columbia Business School with an MBA in finance. Resume also shows that throughout a difficult decade, including financial crash of 2008–2010, he managed to book new business and stay profitable.