



**KEIZAI**  
**SILICON VALLEY**  
US - JAPAN BUSINESS FORUM

## 日本で成功するハイテクビジネスをいかに立ち上げ拡大するか： 革新的製品におけるキャズムから学ぶ

2017年9月11日(月) | 5:30 PM - 9:00 PM

### イベントの概要

日本は世界トップレベルの製造業（継続的改善、現場での意思決定、系列に基づくバリューチェーン）のおかげで繁栄を享受し、大手企業はその原理を最適化してきたが、1970-1989年の経済発展を主導した手法が過去25年以上に渡って機能不全に陥っている。何が起こったのか？それは2文字で表される...デジタル・ディスラプション！

世界で技術革新が進む中、GE, IBM, Cisco等の大手企業が成功する一方、何故日本の大企業は苦戦しているのか？Google, LinkedIn, Adobe, Nest, Teslaといったシリコンバレーの企業は、何故競争市場で繁栄し成長できているのか？デジタル時代にイノベーションを成功させるため、日本が解決すべきビジネスおよび文化的課題を議論。シリコンバレーで実証済みの原理、ジェフリー・ムーアのベストセラー“キャズム”理論を応用する。その後日本でイノベーションを成功に導いたコンサルタントを司会者に迎えパネルディスカッションを行う。

**パネリスト:**

- Nitin Deo**— Principal Product Management, Teradata Aster
- Tom Dooley**—Board Member of Visioneering Technologies/  
Ex-President and GM, Alcon Labs Japan
- Eiichi Kobayashi**—Senior Vice President and Treasurer, JSR Micro Inc./  
Ex-President, JM Energy Corp.
- Michael Eckhardt (Moderator)**—Managing Director & Senior Workshop Leader, Chasm Institute
- Andrew Salzman (Moderator)**—Managing Director, Chasm Group

**日時:** 2017年9月11日(月)

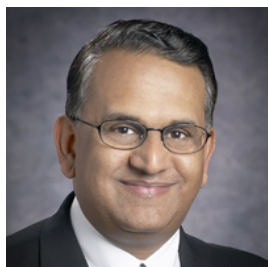
受付・ネットワーキング:	5:30 PM - 6:00 PM
プログラム:	6:00 PM - 8:00 PM
ネットワーキング:	8:00 PM - 9:00 PM

**会場:** **Wilson Sonsini Goodrich & Rosati**  
650 Page Mill Road, Palo Alto, CA 94304

**チケット情報:** \$15: Early Bird Discount 8/24 11pm PST までにお申し込みの先着 30 名様  
\$20: Regular Registration 9/7 11 pm PST までにお申し込みの方  
\$35: Late Registration 9/9 正午までにお申し込みの方  
\$50: 当日券 (お席に限りがございますのであらかじめご了承ください)  
\*会場にて軽食、お飲み物をご用意いたしております

\*チケットは <http://www.keizai.org> のEVENTS ページからお申し込みいただけます。

## Featured Panelists and Moderators



**Nitin Deo** is a seasoned technology and business executive with over three decades of global management experience. He is heading up Product Management for Analytics Platform at Teradata for the past five years and has carried lead engineering and product management positions.

Before Teradata he was in charge of U.S. Business Operations for a consulting company – Concept-to-Systems. His experience spans over two decades of enterprise software product marketing, product management and business development at high-tech companies such as Cadence, Magma, Synopsys, Fujitsu and Renesas.

Nitin has lived in Japan for a number of years. He has BSEE and MSEE from Virginia Polytechnic Institute and MBA from San Jose State University.



**Tom Dooley** obtained his bachelor's degree from Purdue University and spent a 26-year career with Alcon Laboratories, Inc., now a division of Novartis. Alcon is the largest ophthalmic products company in the world. Tom held positions in sales, training, and sales management before relocating to Sydney, Australia as Managing Director for Alcon's surgical, consumer, and pharmaceutical businesses in Australia and New Zealand.

From Sydney, Tom relocated to Tokyo to manage Alcon's businesses in Japan. During his seven-year tenure, he launched multiple products, negotiated with Pharmaceuticals and Medical Devices Agency (PMDA), added hundreds of sales reps to an organization that had already had 700 sales people, and grew sales by the high single digits annually to exceed the revenue of US\$1 billion.

Since returning to the US, Tom has joined the Board of Directors of Visioneering Technologies, Inc., an innovative contact lens company.



**Eiichi Kobayashi** is SVP & Treasurer at JSR Micro, Inc. Eiichi started his 27-year career with JSR Japan as a R&D chemist, where he developed and launched novel photoresist products to semiconductor market, scaled the business, and reached the global top market share. Having moved to Tokyo HQ in 2002, Eiichi spent 5 years as an intrapreneur at both Strategy Planning and New Business Development Departments, where he headed multiple early stage businesses, such as the NIR Cut Filter business for camera modules.

Before coming to the US, Eiichi was President of JM Energy Corporation, the world's first company that had commercialized high capacitance lithium ion capacitor. Here in the Bay Area, Eiichi is seeking for intrapreneurial growth opportunities in life science and semiconductor business arena while being responsible for HR, IT, accounting and finance. Eiichi has MS in applied chemistry from Waseda University and MBA from UC Berkeley.



**Michael Eckhardt** is Managing Director & Senior Workshop Leader at Chasm Institute, a leading consultancy to tech companies in Silicon Valley. He is a veteran of PwC, Harbridge Consulting, HP and Pepsico. An MBA graduate of Harvard Business School and Wall Street Journal Award winner, Michael is a recognized expert in accelerating new product success & providing proven “tools / frameworks / best practices” to drive go-to-market results.

He has worked with over 500 tech-based businesses during the past 15 years — from venture-backed start-ups to global tech leaders, including SAP, Intel, Cisco, Xilinx, Google, Nest, Adobe, Mitsubishi, HP, AT&T Wireless, Spotify, Jive, Agilent Technologies, Micron, Samsung, HotChalk, LMC Data Systems, NetApp, Autodesk, Logitech, Bluescape, Mentor Graphics, and startups in software, cloud, web, AI, mobile, hardware and services.

Geoffrey Moore is Chairman of Chasm Institute, and Michael has contributed to several of Moore's best-selling, high-tech strategy books, including the 2017-2018 edition of “Crossing the Chasm 3.0”. Over 3,000,000 of their books have been sold worldwide.



**Andrew Salzman** is a Managing Director at Chasm Group, a market strategy training and advisory consultancy based on the work of renowned technology thought leader Geoffrey Moore (“Crossing the Chasm”). He joined the Chasm team after a 25+ year career as a global CMO working with early stage and established enterprises, including Oracle/Compaq, Siebel Systems, Information Resources, and Saba.

His consulting practice includes clients in the U.S., Europe, Japan, and Latin America where he helps companies traverse the gap from tech-based product innovation to mainstream market adoption: Google, LinkedIn, Mitsubishi, Nest, Arxan, Model N, Lugar de Gente, and Metaswitch Networks.

Andrew sits on several advisory boards, has earned accolades from B2B Marketing (Top Ten Marketer), ITSMA (Best Practices in Sales-Marketing Alignment), IDC (CMO Leadership Award), and Advertising Age (Power 50 in Marketing), and is a frequent blogger, guest writer, and speaker on topics tied to business transformation and emerging market dynamics.



1990年に設立された経済シリコンバレーは、サンフランシスコ・ベイエリアでビジネスネットワークイベントを主催するNPOです。日米でビジネスを行う起業家や企業の成功の鍵となる重要なテーマについて、専門家を招いてディスカッション・交流する場を定期的に提供することを主な目的として、ボランティアによって運営されています。