

Profile: Narihiko Yoshida

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CEO, Hit Content Laboratory Inc.

Professor, Digital Hollywood University Graduate School

Chairman of the Board of Directors, Kogurebito-club General Incorporated Association

Chairman of the Board of Directors, Institute of BCI Strategy General Incorporated Association

Editorial Committee, Japan Marketing Association monthly magazine, *Marketing Horizon*.

Narihiko Yoshida born in 1957, graduate of Waseda University with the degree of B.

Engineering, serves as:

Professor/ Digital Hollywood University Graduate School,

CEO/Hit Content Laboratory Inc.,

Chairman of the Board of Directors/ Kogurebito-club General Incorporated Association and

Chairman of the Board of Directors/ Institute of BCI Strategy General Incorporated Association.

Upon establishment of Digital Hollywood Graduate School in 2006, he was offered the position of professor because of his experiences and accomplishments. He has set up Yoshida Lab. and conducts/directs digital strategy research and HR development.

In order to commercialize research outcome at the Lab., where research on capability of successful producers and social media marketing is conducted, he has founded Hit Content Laboratory Inc. in 2007 and provided marketing and HR development supports utilizing social media to both entertainment industry and other segments.

In 2011, he started 'Kogurebito-club' with architects, researchers and individuals who are already in the forestry and wood-related business, and general audience from all over Japan to promote development and preservation of forestry by introducing superb wood culture and natural-oriented wood. He contributes to activation of country side of Japan and restructuring of forestry business.

The club changed its organization to Kogurebito-club General Incorporated Association in January 2012, and he assumed the position of Chairman of the Board of Directors.

He also established, in July 2013, Institute of BCI Strategy General Incorporated Association, think tank with business persons with academic background, and assumed the position of Chairman of the Board of Directors, for value creation of Japanese country side and for

collaboration with foreign countries especially in Asia.

As an evangelist, he sends messages through activities of two general incorporated associations, HCL and DHU, and to marketing field as deputy chairman of Japan Marketing Grandprix (2013, 2014) sponsored by JMA.

Narihiko Yoshida's career started with Pony Canyon Inc., in 1979, where he was engaged in producing and marketing in the sectors of music, visual-media, game, multimedia and movie over 20 years. As production and marketing director/producer, he led 'The Checkers,' 'Onyanko-club' and 'Miyuki Nakajima' to great success.

Three songs by The Checkers simultaneously entered top 10 hit Oricon chart in 1984. It brought sensational stir in Japanese music industry with their unique costume and hairstyle.

He successfully produced many artists applying distinctive producing style to incorporate advertising expressions and tie-in promotion with media and movies. In 1987, he received No.1 position in both Single and Album records categories for A&R Oricon chart.

As movie producer, he produced 4 movies including Takeshi Kitano's film 'Many Happy Returns' and Masato Harada film 'Kamikaze Taxi' starring Koji Yakusho.

His last big project, smashing hit 'Three Dango Brothers' with 3.75M copies became one of his most renowned successes during his tenure.

After Pony Canyon, he assumed the position of Executive Vice President, Digital Garage Inc., internet venture company.

He started up EC site 'WebNation' and escrow site 'Cyber Auction', while acting as digital strategy and marketing expert to provide business strategy consultation to large scale corporations intending to expand their business into new area utilizing internet.

Digital Garage Inc. IPO-ed in JASDAQ, 2000.

His publication includes *Hit Strategy - 6 Theories, Learning Content Business, Actualizing Your Ideas - 7 Key Elements for Business Producers*, and co-authored *Equation of Big Success – Modifying WOM Efforts in Social Media*.

He often appears on TV, radio, newspaper, magazine and website.