

CURRICULUM VITAE

Helge Fluch



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born 22.11.1976 | not married | no children

PRESENT SITUATION AND QUALIFICATION

- **Post-Graduate Student** | Finished Master Degree in Japanese Studies with minors in Politics and Economics. PhD thesis: "Marketing strategies for affluent customers in Japan", post-graduate study program MBR (Master of Business Research)
- **Japan Experience** | Total of 1,5 years study and working experience in Japan, advanced Japanese language skills, advanced reading/translation skills of complex and specialized source materials, fluent in English.
- Experienced in marketing strategy, CRM, brand analysis, design concepts

KEY SKILLS AND EXPERIENCE

- Essential skills in marketing, consumer analysis, brand analysis and advertising
- Proven ability to analyze consumer data, market intelligence, prepare accurate and creative reporting for marketing and strategy, identify market trends and optimize segmentation
- Experience working with cross-functional teams on marketing strategy, consumer analysis and design concepts (BMW Japan, Abe Motors Tokyo)
- Proven ability to translate and analyze highly specialized business texts from Japanese into English/German, for Japanese companies and the Japanese government
- Exceptional presentation skills in English and German

AREAS OF EXPERTISE

- **HNWI marketing**, luxury marketing solutions, HNWIs and the new rich in Japan, Japanese premium market, Japanese premium automotive market
- **Brand identity analysis** and brand strategy
- **Word of mouth marketing** and club-marketing strategies, network marketing
- **Japanese marketing**, consumer behavior and customer segmentation
- **Japanese sociology**, education and employment, cultural analysis, postmodern consumer research

EDUCATION

- 09/2007 – 03/2010** **Doctoral Degree in Business Administration _ LMU Munich**
 postgraduate studies, equivalent of a PhD; core subjects: Japanese marketing, network theory, word of mouth marketing and Japanese consumer behavior
 Thesis paper: Luxury marketing strategies in the Japanese premium market
- 03/2008 – 03/2010** **Master in Business Research _ LMU Munich**
 Postgraduate program, focus on marketing, corporate governance and science theory
- 10/2001 – 07/2007** **Master in Japanese Studies _ LMU Munich**
 Master in Japanese Studies, Economics and Political Science; grade: 1.4 (equivalent to a British first-class degree); core subjects: Japanese luxury marketing and HNWI marketing strategies, Japanese marketing, Japanese education system, Japanese consumer behavior
- 09/1998 – 07/1999** **Studies in English Literature _ LMU Munich**
 Major in English Literature and English Semiotics, minor in Japanese Studies
- 09/1988 – 07/1996** **Baccalaureat, Pfuhl, Germany**
 Germany Abitur (equivalent to A-levels); grade: 1,5 (A)

PUBLICATIONS

- 11/2008** **(2008)** 'The "New Rich" and the premium segment in Japan: marketing strategies in the face of changing consumer behavior' (to be published)
- working paper 'The changing meaning of luxury in Japan', co-author David Marx, (B.A. Harvard University, MBA Keio University, Tokyo)
- working paper 'The „New Rich“ in Japan: opportunities for premium companies in Japan'
- working paper 'Wealth Management for the "New Rich" in Japan'
- working paper 'Postmodern consumer research and the relevance of cultural studies in marketing'

WORK EXPERIENCE

- 04/2007 – present** **JAPANACCESS, founder**
 data analysis, translations, marketing concepts, consulting
 - Focus on cultural differences and research difficulties in the Japanese market
 - Consulted and advised international corporations on Japanese marketing, CRM and Japanese consumer behaviour; translations English/Japanese/German**website** < WWW.HNWIJAPANACCESS.COM >
- 04/2003 – present** **TokyoDesign, founder**
 Computer graphics and design concepts
 - Website concepts and Event design. Created complete concepts of visual and musical art that enhances overall recognition of an event and/or product
 - Implemented marketing solutions and presentation design for the Japanese government and companies (BMW Japan, Abe Motors)**website** < WWW.TOKYODESIGN.ORG >
- 09/2005 – 06/2007** **Contract worker, BMW Japan, Marketing Strategy department**
 - Created designs and marketing concepts, developed creative services based on existing intranet design and marketing communication material
 - Created communication material and correspondence for BMW Japan, BMW International Dealer Tokyo BMW; Created and designed communication material for the international diplomatic sales campaign

- 04/2005 – 08/2005** **Internship, BMW Japan, Marketing Strategy department**
- Analysed the premium automotive market in Japan; worked on network-marketing strategies and designed public relation material for marketing events
 - Designed and maintained the BMW Japan Marketing Intranet
- 11/1999 – 03/2005** **Gastronomy, Event management and working in gastronomy**
- Solely responsible manager for upper-class establishments; worked as a trained bartender in upper-class establishments; management of music- and DJ-events
 - Created visual-concept-events, combining music, graphics, gastronomy and artwork
- 11/1996 – 08/1999** **Compusearch, co-founder**
- Management responsibilities in the area of information broking, internet services as well as hardware and software solutions

OTHER SKILLS

- Language skills** **German** native, **English** fluent, **Japanese** advanced in conversation and good reading skills, mastering approx. 1400 Chinese characters, able to analyze and translate complex Japanese source materials like specialized economic papers, **French** basics, advanced in reading, **Finnish** basics
- Computer skills** **Highly advanced to professional skills in:** Adobe Photoshop CS3, Adobe Acrobat Prof. 9, Adobe Premiere 7, Quark Xpress 7, Adobe Indesign CS3, Adobe Illustrator CS3, Macromedia Flash basics, Microsoft Office 2007 (database programming in Access and SQL basics, professional skills in Microsoft Excel, professional presentation techniques with Microsoft Power Point)
- Design and Arts** **Professional design and art concepts, artwork**
- Creation and Implementation of design templates and design concepts
 - Development of visual marketing strategies and advertising concepts
 - Creation of visual arts, paintings and computer graphics, Typographic design

PROJECTS

- Research on Luxury** **Website for HNWI marketing** The website aims at gathering relevant information latest literature and providing a gateway for HNWI and luxury research for the Japanese market. Special focus is put on word of mouth strategies, network theories as well as the Japanese luxury and premium market, **website** <WWW.HNWIJAPANACCESS.COM>

INTERESTS AND ACTIVITIES

- Design and Arts** Computer-graphics and computer-assisted design, typographic design, contemporary design and urban street arts (especially influenced by designers from Tokyo, London and Los Angeles as David Carson), American comic artists (Michael Turner and Todd McFarlane), contemporary artists (Brom)
- Others** Triathlon, Basketball, History (Ancient Egypt, Era of colonialism and imperialism, contemporary history of Japan), Education theory, Music (George Gerschwin, selected Jazz artists, contemporary artists as well as electro-sounds, playing piano since the age of 9), Politics (political theory of Plato, theories of international politics and geopolitics), postmodernism in general and postmodern science/social theory in specific