

Career Vitae

TOSHIYA TADA

- Date of Birth: November 21st 1960 (52 years old)
- Education:
 - Bachelor of Arts at International Christian University (ICU) Tokyo JAPAN
 - Bachelor of Science at Trinity College Cambridge UK
- Language: English, German, Latin, Japanese

CAREER SUMMARY

- **Chairman and Founder of the Olive Oil Sommelier Association of Japan (OSAJ)**
 - Trained and skilled as the taster of olive oil and studied other academic majors for growing olive, processing olive oil, marketing and food sanitations.
 - OSAJ authorized tasting panel and master Olive Oil Sommelier
 - Organized the national largest OLIVE Convention and Olive Oil Competition “OLIVE JAPAN” every year since 2012.
- **CEO and Founder of IDEA Factory, inc.**
 - Provided management consulting services towards major pharmaceutical and food companies including MORINAGA, KYOWA, TAISHO and others
 - Provided Joint Venture arrangement services towards major food, foodservice and pharmaceutical companies. Developed and Established total 25 JV companies for 10 years.
 - Provided M&A advisory services towards major pharmaceutical and food companies:
 - Success to make closing 3 M&A transactions in 2012 and 4 M&A transactions in 2011
 - Provided Promotional agency services
 - For CAEC(California Agricultural Export Committee), Olive and Olive Oil Promotional Committee in Turkey
- **Guest Professor and Writer/Commentator**
 - Guest Professor of the university, Guest Writer for food industrial magazines:
 - FUKUOKA UNIVERSITY, Monthly “OIL” magazine, Monthly “Food Industry” magazine, Yomiuri newspaper, NIKKEI, NIKKEI Business Online and others

EMPLOYMENT HISTORY

Oct. 2009 – Current The Olive Oil Sommelier Association of JAPAN (OSAJ) in Tokyo

Founder and Chairman (<http://www.oliveoil.or.jp/>)

- ◆ Open “Olive Oil Sommelier” school for traders, restaurant chefs, producers, wine sommelier and other food related specialists
 - ✧ Junior Sommelier school – Introductory course:
 - 70 courses school opened for 3 years and over 600 people graduated
 - ✧ Olive Oil Sommelier school – Advanced course :
 - 14 courses school opened for 2 years and over 170 people graduated
- ◆ Organize “OLIVE JAPAN” – the national largest olive and olive oil convention and international olive oil competition since 2012. (<http://OliveJapan.com/en/home/>)

Dec. 2002 – Current IDEA Factory, Inc. in Tokyo

Founder and CEO (<http://www.ideafactory.jp/>)

- ◆ Management Consultant / M&A Financial Advisor / Marketing and Promotion Consultation

Jan. 2000 – Dec. 2002 Ohmae Business Developments Ltd. in Tokyo

Executive Director and Partner

- ◆ Management Consultant

Oct. 1988 – Dec. 1999 Nishimoto Trading Co., Ltd in Tokyo and Los Angeles

- ◆ Senior Vice President, Fresh Produce trading
- ◆ Managing Director, Foodservices and Retail Stores Marketing

Apr. 1985 – Sept 1988 JP Morgan (Morgan Guaranty Trust Company) in New York

- ◆ Manager and Assistant Vice President, Banking and Financial Services

End of document
(As of April 2013)