

# TOSHIYA TADA

- 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 / School and Seminars:  
FUKUOKA UNIVERSITY, Bungei Syunjyu, Shodoshima Town, Amakusa city, etc.
  - Author of numerous books and articles:  
Monthly “OIL” magazine, Monthly “Food Industry” magazine, Yomiuri newspaper, NIKKEI, NIKKEI Business Online and others  
Author of Junior Sommelier Course Text Book (2009), Sommelier Course Text Book (2012), Master Sommelier Course Text Book (2013), other course books.  
Author of OLIVE JAPAN Yearbook (2016, Shogakukan), Adulterated Olive Oil (2016, Shogakukan)

## **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:
    - 170 courses school opened for 6 years and over 1500 people graduated
  - ◇ Olive Oil Sommelier school – Advanced course :
    - 33 courses school opened for 5 years and over 450 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

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(As of April 2016)