



## 【スピーカーBio】

### **Fred LEE**

CEO, Pacific Tango Group



Fred Lee is the CEO and co-founder of Pacific Tango Group LLC, and the CEO and co-founder of KTON LLC, a US based company whose purpose is to bring EV battery testing technology in the form of labs, equipment and critical testing knowhow to the American automotive market. KTON plays a key role in the efficient development of the EV supply chain in the US to ensure that EV batteries are safe and efficient through advanced testing and analysis.

Fred's career spans the global automotive and TIC (Testing Inspection and Certification) industries where he has applied his degrees in Mechanical Engineering and Materials Engineering to the development of automotive component test chambers and systems at Atlas Materials Technology LLC. Fred also founded Alista to provide testing solutions to global automotive companies in Asia Pacific, Europe as well as in the US.

Educated in both Korea and the USA at University of Maryland College Park, Southern Illinois University Carbondale, DePaul University and Korea University with an MS in Materials Engineering & BS in Mechanical Engineering. His career spans three continents, USA, Europe and Asia at AMETEK, Atlas Materials Technology LLC, ATT GmbH, ALISTA, SERI Technologies, and Pacific Tango Group working with global brands including GM, Ford, Chrysler, Visteon, Delphi, LG Electronics, Toyota, Honda, VW, Daimler, Hyundai - KIA, Samsung, Kyocera, and Nissan.

Fred seeks to contribute his knowledge and skills to ensuring the US plays a leadership role in the EV market in battery safety and sustainability.

### **Seiji OYASU**

Chief Operating Officer, Pacific Tango Group



Seiji is a seasoned director of business development with 25 years of global cross-functional leadership. He has launched numerous innovative technology product portfolios in Asia (Japan) and EMEA, specializing in marketing management, governance and digital transformation. Seiji earned his MBA from the UCLA Anderson Graduate School of Management and his BA in International Business from University of Wisconsin at Madison. His broad career path has taken him across the Pacific working in wireless telecom, high-tech electronics, and B2B industries in Tokyo, Los Angeles, San Francisco and Chicago and at global brands such as Motorola, Sprint, Sharp, Philips and Ricoh.

### **Kevin CROWELL**

Chief Business Development Officer, Pacific Tango Group



Lifelong learning and persistence are the cornerstones of any successful career. Both have been critical to Kevin's success. While not an Engineer, early in his career Kevin quickly mastered the basics of electronics, RF technology, medical imaging, and metallurgy and their applications in various industries end user products. He studied sales at the school of hard knocks learning how to open doors for clients at impenetrable Fortune 500 Companies and insular privately held family businesses. Most importantly, he learned how to build businesses from zero revenue to thriving in both the US and Japan.

Kevin founded Asia Business Group in 1992 to help clients connect with customers in their target markets. He has successfully sold high-tech products in Japan and in America for over 30 years. ABG's clients and their customers include some of the leaders in the fields of industrial materials, medical devices, and RF technology selling into automotive, medical, veterinary, telephony, and a wide variety of affiliated markets. Services offered range from product management and sales strategy to business development and sales management.



ABG increased Japan-based sales for RF Micro Devices (RFIC), Coilcraft (Inductors), Johanson Technologies (Capacitors), ERNI GmbH (Connectors), Scintera (RFIC), ANADIGICS (RFIC), Methode Electronics (Bus Bars). ABG worked in the USA to promote Nisshin Steel USA (Ferrous and Stainless Steel), Global Electronics (electro mechanical products), Seikowave (3D Imaging), JOB X-Ray (X-ray Generators).

Kevin holds a BA in Japanese Studies from Washington University and completed advanced business coursework from Cleveland State University.

Kevin is a devoted amateur musician performing weekly at local venues, an avid reader, cyclist, husband, and father of 3 talented daughters and 2 handsome grandsons.

## **Natsuyo LIPSCHUTZ**

Chief Communications Officer, Pacific Tango Group



Natsuyo Lipschutz is the international speaker, strategy consultant, and bestselling author of *The Success Blueprint*, co-authored with world-renowned business speaker, Brian Tracy. She is also the author of *20ji Ni Sogiotose* (*"Say It in 20 Words"*) in Japanese, Korean, and Chinese, as well as *Story ni otoshikome* (*"Motivate with Your Own Story"*) in Japanese.

Additionally, Natsuyo is an engaging TEDx speaker who is a 5-time Toastmasters International speech contest district finalist.

A Japanese native, New Yorker at heart, Natsuyo began her career at a top Japanese trading company, ITOCHU International in New York. Natsuyo then held a management consultant internship position at McKinsey & Company. Today, Natsuyo is the managing principal of her strategy consulting firm, ASPIRE Intelligence. Through ASPIRE Intelligence, Natsuyo provides strategic and analytical business consulting services in the areas of marketing intelligence, marketing strategy, business development, and organizational development for Japanese –US cross cultural businesses. She has conducted numerous corporate workshops in the areas of cross-cultural communications, global facilitation skills, global team building, and logical thinking.

Natsuyo is also an executive consultant for Breakthrough Speaking, a global public speaking consultancy. Through Breakthrough Speaking, Natsuyo has coached numerous global leaders as well as delivered corporate trainings, seminars, and keynotes in Japanese and English to audiences around the world.

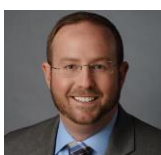
Combining cross-cultural theory, public speaking skills, logical thinking frameworks, and team leadership skills, Natsuyo has developed the unique practical method to help you communicate effectively beyond differences, so their messages are not only heard, but acted upon.

Natsuyo received her B.A. in Commerce at Waseda University, Tokyo, Japan, and M.B.A. at Stern School of Business at New York University, New York, NY. She also received a full-scholarship as an exchange student at Washington University, St. Louis, MO during her junior year while attending Waseda University.

Natsuyo is a competitive ballroom Latin dancer, a proud mother, and a cancer survivor.

## **Zach PERSON**

Chief Strategy Officer, Pacific Tango Group



Zach has spent his professional career unlocking the revenue potential of global teams - primarily teams that manufacture and sell a variety of products all over the world, into industries such as metal fabrication and the medical device space. He does this via the integration of systems, software and people driven by clarity of vision and relentless implementation. The results have been turning stagnation into revenue acceleration and change into opportunity.



He has launched products into 30+ countries – currently serving as the General Manager, North America for Ensitech Inc. He has built companies from conception to commercialization and reorganized and revitalized entire global sales and marketing operational units. This experience allows Zach to work shoulder to shoulder with everyone from admin staff to process engineers to presidents and CEO's. His career spans the private and public sector including consulting and entrepreneurship. He has held a number of leadership roles, ranging from Director of Global Business Operations to Director of International Sales to Senior Program Manager.

Zach earned a BA in Marketing and a second BA in German Studies from Michigan State University. Other credentials include Project Management Professional (PMP), Certified Global Business Professional (CGBP) and the School of Hard Knocks. He currently lives in Chicago USA and enjoys giving back to the community by mentoring young professionals and donating time to startups and small businesses.

## **Yvonne BURTON**

Tech Fluency Specialist, Pacific Tango Group



Yvonne Burton, Founder, and Lead Consultant of Burton Consulting International, delivers *Technology Consulting, Business Communications, and Cross-Cultural Training Services* to Japanese firms worldwide as well as companies doing business with Japan.

For the past 25+ years, Yvonne has supported companies in the areas of *online marketing and advertising, technology consulting, business/solutions analysis, and English communications*. In her extensive work as a business analyst in Technology, Yvonne honed her ability to view challenges from a systems perspective. She combines this expertise with cross-cultural experience, acquired while living and working in Japan, communication skills, and analysis methodologies to provide consulting and coaching services, and workshops for clients ranging from start-ups to global companies.

She is committed to helping Japanese professionals and companies in *"Building Communication and Tech Fluency skills for Global Business Success."*

She holds a BA in International Business and Economics from State University of New York, College at Brockport, and an Asian Studies Certificate from the Asian Studies Program at Kansai Gaikokugo Daigaku University in Osaka, Japan. She is a Certified Executive Coach, Lean Six Sigma Green Belt, and a champion of 'Tech Fluency' (ease & proficiency in using virtual tech tools for Communication, Connection, and Collaboration.)

## **Kasia LYNCH**

Human Resources Specialist, Pacific Tango Group



Kasia is a trilingual American who spent 8 years in Japan, including high school, college, graduate school, and her professional career. She earned her Bachelor's from Boston University and Master's from Tokyo's Ochanomizu University.

Kasia's career utilizing Japanese language and cultural skills began in 2003 with concert promotion, and later moved to interpreting/translating, electronics, and the automotive industry. She was able to do this while living in Japan, Poland, Italy, and the US.

Since starting Ikigai Connections in 2018, Kasia has been featured in various Japan-related podcasts, websites, and webinars, including USJETAA, Small Business Japan, Laurasian Institution, Japan Expert Insights, and BFF Tokyo. Her goal is for NihongoJobs.com to become the go-to job board for all Japanese jobs in the US.



### 【Pacific Tango Group(“PTG”)について】

Pacific Tango Group (“PTG”)は、シカゴを拠点に、日本を中心とするアジア諸国の企業向けコンサルティングを提供するプロフェッショナル集団です。ほとんどのコンサルタント自身が、アメリカでアジアビジネスを実践するビジネスオーナーであるからこそ知り得る知見を持ち寄り、米市場進出から事業拡大、プロジェクトベースからターンキーソリューションに至るまで、クライアント企業のニーズに基づきプロジェクトチームを組み、オンリーワンのソリューションをご提供します。

<https://pacifictangogroup.com/>

### 【PTG がご提供できる専門分野】

- 市場調査分析
- 事業戦略・ビジネスプラン開発
- マーケティング・セールス・ブランディング
- 価格戦略
- プロダクトマネジメント
- プロダクトデザイン
- コンテンツ開発
- コピーライティング
- 異文化コミュニケーション
- プレゼンテーション・セールスピッチ
- 会計・監査
- ITソリューション