
Mika Ito (Yoshida)

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President, Office Coutian Co.,Ltd.

Born in Takefu City, Fukui Prefecture

WORK EXPERIENCE

Office Coutian Co.,Ltd. Tokyo **March 1999 – present**

- **Art director** (March 2018 – Present)
 - **Event producer** (April 2011 – Present)
 - **TV producer** (October 2010 – Present)
 - **Essayist ~ Field: Social Current Affairs Essay** (July 2003 – Present)
 - **Broadcast writer (TV and radio)** (April 1999 – September 2010)
- I have been responsible for the task of effectively disseminating information domestically and internationally using a variety of media, including art events, television and radio programs, and lectures.
- In addition, as an essayist, I have raised various issues to society by continuing to write and to elaborate on these issues.

Achievements:

As a producer, I have successfully completed the following events

- Planning and implementation of anniversary events between Japan and countries around the world (Paris, Hungary, etc.)
- Planning and execution of Expo related events (Milan Expo, Dubai Expo, etc.)
- Planning and execution of Olympics-related events (Athens, Beijing, London, Rio de Janeiro, etc.)
- Planning and implementation of events connecting[small]Japanese companies with art from around the world

also plan and implement other events in Japan and abroad.

As team manager, managed racing drivers and led the team to victory in the following races.

- 『24 Hours of Le Mans』 (one of the world's three major 24-hour endurance races)

1997,1998/Nissan (Japanese car company)

1999/ TWR (Tom-Walkinshaw Racing) Famous British manufacturer of racing cars

2004,2005/Audi

As a television producer, he planned and produced the following programs He received much recognition.

- 『Nippon no Mirai (The Future of Japan)』 planning and production
This program is a news program.
- 『DO YOU KYOTO ? From Kyoto to the World in Relation to the Kyoto Protocol』
planning and production
- 『Mitsubishi Corporation Presents ourney of Japanese Mythology』
planning and production
- 『Around 40 ~ Women in this age group are demanding』
Program planning and script production
This program is a drama
- 『Cocorico Miracle type』
This program is a talk variety show
- All Nippon Airways Presents 『Chi-navi』
planning and production
This is a travelogue program

SECOM CO., LTD. **April 1984 – March 1995**

- **Project Leader, Corporate Planning Office** (September 1993 – March 1995)
- **Planning, Office of the Chairman** (July 1986 – March 1989)
- **Assistant Producer, Research and Development Center** (April 1984 – June 1986)

I worked as a director and producer to lead a special project planned by the founder to a successful outcome.

I also made use of the human resource utilization studies I gained while studying abroad to proactively work on projects and achieve results.

EDUCATION

- The University of Tennessee Martin
Bachelor of behavior analysis (Behavioral Economics)February 1989 – December 1990
- The University of Tennessee
Master of Human Resource Manegement(Profiler qualification) March 1991 – December 1992

※Withdrawal on Credit Due to non-submission of the paper

ADDITIONAL INFORMATION

- Studied in the U.S. as a corporate exchange student (first female student in the company)
 - The first class of women in the government-designated career-track system.
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