

# Press Release



September 15, 2016

transcosmos inc.

transcosmos analytics Inc.

## **transcosmos analytics Appoints Masayuki Kakio to its Corporate Advisor**

### **A former General Manager of JADMA will enhance consulting capability in the direct marketing arena**

transcosmos analytics Inc. (Head Office: Tokyo, Japan; CEO: Yoichi Kawano; hereinafter, transcosmos analytics), a wholly-owned subsidiary of transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda; TSE First Section: 9715; hereafter, transcosmos) announced that the company has appointed Masayuki Kakio, a former General Manager at JADMA (Japan Direct Marketing Association) to its corporate advisor.

Along with his appointment, transcosmos analytics will establish a Direct Marketing Research Lab. Having Masayuki Kakio as the Lab Director and capitalizing on his long-standing, proven record in mail order and direct marketing arena, including his experience as General Manager and Principal Researcher in Japan Direct Marketing Association (JADMA), the company starts providing consulting service for MA/BI implementation support for the two areas.

The consulting service for MA/BI implementation support provides the businesses, that are facing challenges in mail order and direct marketing, with the solutions they need by identifying target customers and designing customer nurturing scenario based on the integrated data analysis, streamlining marketing operations, and by automating the process for data collection, analysis and dashboard development to verify performance and manage progress.

#### **■ New Corporate Advisor**

Name: Masayuki Kakio

Effective Date: August 1, 2016

Profile: Masayuki Kakio worked for marketing company engaging in research and consulting businesses mainly for retail and restaurant industries. He joined Japan Direct Marketing Association (under Ministry of Economy, Trade and Industry) in April 1986. Most recently, he served as General Manager and Principal Researcher before resigning the association in June 2016. Before that, he served as a research fellow and principal researcher in the association, mainly leading research and training areas. Currently, he serves as Corporate Advisor and Outside Director, part-time lecturer at Graduate School of Business and Commerce, Kansai University and School of Business and Commerce, Tokyo International University, as well as an Executive Director of The Japan Academic Society of Direct Marketing. He is also an active writer and published many books on his areas of expertise.



“I am honored to be appointed as a Director of Direct Marketing Research Lab,” said Masayuki Kakio after appointed to Corporate Advisor. “The direct marketing methods are evolving from the traditional seat-of-the-pants approach, which depends on individual skills, to more rational, data-oriented approach. I am thrilled to work with the team to offer various information and proposals based on the assets transcosmos group owns.”

■ **“Masayuki Kakio’s Direct Marketing Newsletter”**

The company will run a biweekly column by Masayuki Kakio. The contents will cover wide-ranging topics based on his extensive insights in direct marketing and mail order arena. Please visit the column from below.

<http://www.trans-cosmos.co.jp/transcosmos-analytics/column/>

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**About transcosmos analytics Inc.**

transcosmos analytics was established as a 100% subsidiary of transcosmos in May 2012, in order to provide KPO (Knowledge Process Outsourcing) service and to support client companies in improving efficiency with their intellectual production activities and creating new values. transcosmos analytics responds to the rapidly-changing marketing environment flexibly and speedily in order to expand its client companies’ profits and to maximize their customer satisfaction.

**About transcosmos inc.**

transcosmos launched its operations in 1966. Since then we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our client companies by providing them with superior and valuable services. transcosmos currently offers Cost Reduction Services (contact center, back-office service for HR/Financial/Sales depts., order management and SCM, system development & operation etc.) and Sales Expansion Services (big data analysis, internet advertising, developing & operating website, smartphone/SNS utilization, telemarketing etc.). transcosmos continues to pursue Operational Excellence by providing these services through our 163 locations in 29 countries with a focus in Asia. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients companies’ excellent products and services to consumers in 45 countries around the globe. transcosmos aims to be the “Global BPO Partner” of our client companies, providing them with high quality BPO services on a global scale.

**Contact for Media Inquiries**

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