



The Association for Women in Finance
presents:

"Digital Marketing – Connecting the dots"
with Fujiyo Ishiguro,
President & CEO of Netyear Group Corporation

Thursday July 17, 7:00pm – 9:00pm

(Doors open at 7:00, Speakers starts at 7:30)

This event will be held at the offices of UBS
on the 12th floor of Otemachi First Square Building

Closest station is Otemachi on the Mita, Tozai,
Chiyoda, Marunouchi and Hanzomon lines (see map link below):



After working at Brother Industries, Ltd. and Swarovski Japan, Fujiyo founded a high-tech specialty consulting firm in Silicon Valley and advised clients such as Yahoo!, Netscape, Panasonic, and Sony on US-Japan alliances and technology transfers.

She devises comprehensive digital marketing solutions for corporate clients that resolve fundamental business issues. The company was listed on the Mothers section of the Tokyo Stock Exchange in 2008.

Fujiyo appears often in the media and lectures and writes about business and marketing strategies. Her regular columns include "Smart Times" on Nikkei BUSINESS DAILY; "Capture Business Innovation Tips!" on ITmedia Executive; and "Fujiyo Ishiguro's Reform Proposal!" on Diamond Online. She is an advisory board member at ad:tech Tokyo.

Fujiyo graduated from the School of Economics at Nagoya University and received an MBA from Stanford University. She had been a member of the Cabinet Office "The future to choose" Committee, METI New Industrial Structure Committee and a judge for IT Management Awards for Small and Medium Enterprises. In October 2008, she won the "Entrepreneur of the Year Japan, 2008" in the growth category. For "Woman of the Year, 2009" she was 1st in the Leader category and 1st runner-up for the Grand Prize.

TO REGISTER: Please register online here:

<https://awftokyo.wufoo.eu/forms/awf-event-july-17-2014-digital-marketing/>
by July 14, 2014

COST (Includes buffet & wine):

Members and employees of corporate member firms*: 4000 yen

Guests: 5000 yen

Student Members: 3000 yen (with i.d.)

Please send cancellations before the signup deadline so that we are able adjust the catering costs.
Your cooperation is greatly appreciated.

For a map to the venue, please go to this URL to download one:

<http://bit.ly/1dQFfwu>(English)

or [http://www.ubs.com/jp/ja/contact.html - par_title_4](http://www.ubs.com/jp/ja/contact.html_-_par_title_4)(Japanese)