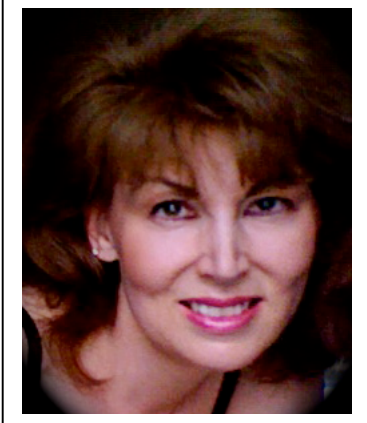


Patricia Bader-Johnston MBA



Representative Director and CEO, Silverbirch Associates K.K.
Professor, Kenichi Ohmae Graduate School of Business
Founder and Representative Director, 5ivePlanets (ISH)

Before founding Silverbirch Associates in 2008, Ms. Bader-Johnston held senior roles in a number of leading companies over a span of 25 years in Japan, including: Director of Communications for IBM Japan, Vice President Operations Finance and Resources, Goldman Sachs Japan, Head of Corporate and Regulatory Affairs, British American Tobacco Japan, and Head (Japan, Australia, Taiwan) of Corporate Affairs for Standard Chartered Bank. She has also served in the Canadian Embassy in Tokyo as a senior program officer in Communications and Culture, and has worked with Japanese local government since arriving in Japan in 1984. She is an

active speaker, writer, panel moderator and university lecturer on topics related to Communications, CSR and sustainability, globalization trends, and doing business in Japan. She holds an MBA in International Business from McGill University.

Silverbirch Associates KK, is an independent full service Management and Communications consulting firm. Client list includes: Ernst &Young, Accenture, JP Morgan, Government of Quebec, Microsoft, NEC, Hitachi, Johnson & Johnson, Asia Development Bank Institute, BD Japan, NCR, Edelman PR, etc..

Ms. Bader-Johnston's passion for CSR has lead to a number of volunteer roles including serving as Representative Director of an NPO she founded called 5ive-Planets which is dedicated to ensuring food and sustainable resource management for future generations. She also serves as an Expert Panel member for Katerva Awards, advisor for organizations such as the SHRM and Asia Development Bank and chairs a number of professional groups including Green Mondays, the Entrepreneurship Mentoring Initiative and The Entrepreneurship Awards Japan. She is married with four children.