

Japan America Society of Greater Cincinnati Proudly Presents:  
**5<sup>th</sup> Annual Japan Update Symposium**

**“The Impact of Japanese Technology on the US Market”**

- 1:30 pm **Opening Remarks**  
Anne Golden, Executive Director, JASGC  
Amy Murray, Council Member, City of Cincinnati
- 1:50 pm **Keynote Speaker Introduction**  
Peter Kelley, President, National Association of Japan America Societies
- 2:00 pm **Keynote Presentation**  
Takashi Hatchoji, Board Member, Nitto Denko Corporation
- 2:45 pm **Panel Introduction**  
Joe Dehner, Attorney, Frost Brown Todd (JASGC Board Member)
- 4:20 pm **Closing Remarks**
- 4:30 pm **Cocktail Reception**



**Keynote Speaker**  
Takashi Hatchoji (八丁地 隆)  
Board Member, Nitto Denko Corporation

**Distinguished Panelists**



**David Muenz**  
Vice President and  
Regional Executive Officer  
Kao Corporation



**Jun Yanada**  
Vice President,  
Business Operations,  
Honda Aero, Inc., and President,  
GE Honda Aero Engines



**Steven Shalnaitis**  
General Manager,  
GE Aviation HF 120 Program,  
And Executive Vice President,  
GE Honda Aero Engines



**Peter Chamberlain**  
Associate Professor of Industrial  
Design, University of Cincinnati,  
College of Design, Architecture, Art  
and Planning (DAAP)

**Sponsored By**



## 2018 Japan Update Symposium Speaker Bios

**Mr. Takashi Hatchoji** had a 45-year career with Hitachi, Ltd., retiring from the company as Chairman of Hitachi America, before joining Nitto Denko Corporation. His earlier positions with Hitachi Ltd. included General Manager of the Corporate Planning and Development Office, Executive General Manager of the Business Solution Systems Division, COO, CTO of the Information and Telecommunication Systems Group, and President and Director of the Hitachi Research Institute. Previously, as Hitachi Group's Chief Environmental Strategy Officer, Mr. Hatchoji led the corporation's "Environmental Vision 2025," which introduced advanced technologies in energy efficiency and power generation. Mr. Hatchoji graduated from the Department of Commerce at Hitotsubashi University in Tokyo and currently lives in Tokyo.

**Mr. David Muenz** currently holds the position of Vice President and Regional Executive Officer, Mass Sector for the Kao Corporation, a large and diversified consumer products company based in Tokyo. Dave has responsibility for all Mass Sector Beauty Brands for Kao outside of Asia. He has been a member of the Kao management team for 15 years and has led the development and introduction of several successful new businesses for the company. Dave has held leadership roles within both R&D and Marketing during his career with Kao. Dave started his career 34 years ago with The Procter & Gamble Company and has worked on a wide variety of consumer brands and retail businesses within the beauty care and food industries. In addition to Kao, Dave has held senior leadership positions at The J.M. Smucker Company, Pepsico, and McDonald's in their New Concepts Division. Dave currently lives in Cincinnati with his wife Kathy.

**Mr. Steven Shakhnaitis** is currently is the EVP of the GE Honda Aero Engines Joint Venture and the GE business leader for the GE Honda HF120 Engine Program. Steve previously was the General Manager of the GE90 Services business at GE Aviation, based in Cincinnati Ohio. He was responsible for management of the Global Onpoint Services contracts portfolio. Prior to this role, Steve was the GM of the Materials Storefront, and was responsible for all aspects of the commercial spares and used material operations for GE Aviation. Steve started his career with GE Aviation in 1989 as a Product Support engineer in the T700 Engine Project. This was followed by Black Belt and Master Black Belt assignments in the Military Engines division. Steve then moved from Lynn, MA, to Evendale, Ohio where he completed leadership assignments in Customer Support and Field Service for the military business. Steve moved to the Commercial Engines Operation in 2004 to assume the position of Director of GE90 Product Support. In this role, he was responsible for fleet reliability of all GE90 engines, including the successful fleet introduction on the GE90-115B engine. Steve received his bachelor's degree in mechanical engineering from Northeastern University and his master's degree in aeronautical engineering from University of Bridgeport. Prior to GE, Steve worked for Textron Lycoming in Stratford, CT. for six years as a Test and Design engineer, focused primarily on the AGT1500 gas turbine engine program. Steve resides in Loveland, Ohio with his wife Linda, and has three sons, Jeffrey, Andrew and Kevin. Outside of work Steve enjoys playing golf, running, and traveling around the world.

**Mr. Jun Yanada** joined Honda Motor in 1982 and has served in various Human Resources and Administration Leadership roles, gaining global operations experience in various Honda Operations around the world. Jun successfully completed assignments at Honda R&D Motorcycle R&D Center, Honda Global Headquarters, Honda of America Mfg., Honda Motor Suzuka Plant, Honda Motor Europe, Asian Honda Motor, Honda R&D Automobile R&D Center and Honda R&D Americas. In 2009, Jun became Operation Officer of Honda R&D Automobile Center, and since 2012, he has been the President of Honda Sun, where he has expanded the business by pursuing new market and established a new profit record, until his transfer to Honda Aero, Inc. effective October 1, 2015. Jun is a Black Belt of the Japanese martial art, "Kendo."

**Mr. Peter Chamberlain** is an Associate Professor of Industrial Design in the Myron E. Ullman Jr. School of Design at the University of Cincinnati. He is currently the Academic Coordinator for the Industrial Design program and Associate Director for the School of Design. He holds a Master of Fine Arts degree from the University of Cincinnati, and a Master of Design degree from the Graduate School at Chiba University, Japan. He has worked in the Rapid prototyping industry and for companies in transportation-related manufacturing technology in both Japan and the United States. His continued international experience has been formative in developing a body of research that considers the unique role that culture plays in the appreciation of everyday products and experiences. Professor Chamberlain teaches courses ranging from foundation studios to graduate design seminars. He has worked extensively with corporate partners, guiding interdisciplinary collaborative student teams as they tackle complex and crosscutting design problems.