

BURSON-MARSTELLER

Satoshi Sugita
Executive Vice President
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Satoshi Sugita is a life-long student of the problems of cross-cultural communications between Japan and the West, and has helped many corporations and other organizations bridge the gap.

Mr. Sugita, who is perfectly bilingual, is the author of eight books and numerous articles in both Japanese and English dealing with cross-cultural communications problems.

Mr. Sugita has been helping to bridge the cultural gap since his graduation from Tokyo's Aoyama Gakuin University with a B.A. in economics. He first worked as an English-speaking reporter for Asahi Shimbun, Japan's largest newspaper publishing group. He later moved to the U.S. and obtained a masters in journalism from Ohio State University. He then worked as a business writer for the Cincinnati Post.

Mr. Sugita joined Burson-Marsteller in the United States and, in 1974, returned to Tokyo. Mr. Sugita joined General Electric/Japan, in 1985, as vice president for employee and public relations, returning to Burson-Marsteller in his current capacity in 1987.