

## BURSON-MARSTELLER

Paul B. Adams  
President  
Dentsu Burson-Marsteller Co., Ltd./Tokyo

Paul Adams has nearly 17 years' experience counseling clients on four continents about major corporate and marketing communications issues.

Currently president, Dentsu Burson-Marsteller Co., Ltd., Mr. Adams was most recently the Melbourne-based managing director of Burson-Marsteller Pty. Ltd. and regional director for the company's seven offices in Australia and New Zealand.

Mr. Adams began his career in Burson-Marsteller's London office in 1972 before transferring to Tokyo where he assisted in the establishment of Burson-Marsteller's Japan office in 1974.

Mr. Adams was appointed general manager of Burson-Marsteller's Sao Paulo office in 1979. In 1985 he moved to Melbourne as general manager of Burson-Marsteller's office there and assumed regional responsibilities for Australasia in 1987. In January 1989, Mr. Adams was appointed president of Dentsu Burson-Marsteller in Tokyo, a newly formed joint venture that links Japan's largest communications firm with Burson-Marsteller.

An Australian, Mr. Adams speaks fluent Portuguese and Japanese. He graduated from the University of Queensland with a Bachelor of Arts degree and a Diploma in Journalism. He later completed two years' post-graduate study at the Tokyo University of Foreign Studies on a Japanese government scholarship.