



Ian Y. Kitajima

Director of Corporate Development / Tech Sherpa

- Education: BBA Dual Major / [REDACTED] / University of Hawaii at Manoa College of Business Administration
- AA / 1985 / Windward Community College
- High School Diploma / [REDACTED] / James B. Castle High School

Director of Corporate Development. [REDACTED] to present, Oceanit Labs, Inc. Honolulu, HI. Mr. Kitajima joined Oceanit in [REDACTED]. He is responsible for commercializing and corporate venturing for Oceanit's award winning innovations, products, and services. He is an Oceanit founding member for Hoana Medical [REDACTED]; Nanopoint [REDACTED], and Ibis Networks [REDACTED].

Mr. Kitajima has extensive experience in program/technology development, client management, and transitioning research into business startups. Mr. Kitajima comes to Oceanit with a background in starting and growing companies focused in wireless warehouse management systems, international consumer marketing, and prior to his return to Hawaii in 2001, he was first the CMO and later the CEO of a wireless startup developing virtual communities for mobile phones in Helsinki Finland.

He is a graduate of the University of Hawaii's College of Business Administration in marketing and international business (double major), where he was a member of Phi Kappa Phi, the nation's oldest all-discipline honor society, and Beta Gamma Sigma, an international honor society for the world's top business schools and students.

Marketing Director. [REDACTED], Oceanit Labs, Inc. Honolulu, HI.

Mr. Kitajima was responsible for an operational unit of six professionals who orchestrate the annual submission of over 300 proposals, 50+ TV, radio, and print interviews; 150+ multimedia requests (graphics, brochures, videos, audios, animations, website updates, etc) and dozens of business/program development activities each year. He was the creator of the Dr. V "Weird Science" show which ran for 3 years every week on Hawaii News Now. He continues to be Oceanit's spokesperson and community relations person.

Social Media Strategist. [REDACTED] former U.S. Congressman and former Governor Neil Abercrombie, Honolulu, HI. Responsible for the startup of his ground breaking social media strategy and team for the U.S. Congressman's re-election campaign in 2008, and for his successful 2010 gubernatorial campaign. In 2008, launched first-of-its-kind programs and Campaign 2.0 website blending traditional marketing and PR with social media and Web 2.0 technologies. The Abercrombie campaign was one of the first in Hawaii to use Twitter, uStream, Utterz, Ning, Mobile Livecast, Flicker, Jott, Cinchcast, and Wordpress. Created "Dinner 2.0" concept which incorporates live webcasts and micro-blogging which allowed thousands to virtually dine and converse with Neil.

Chief Executive Officer. [REDACTED], MEET Factory Oy, Helsinki, Finland. Responsible for overall company results. Provided leadership for a European wireless startup experiencing rapid change. Actively involved in all areas of the startup. Implemented operational processes. Rewrote strategic game plan, and implemented change and refocused company in 3 months. Handled human resource issues related to restructure of development team. Proactively managed and minimized the after-effects on the team morale. Completed morale turnaround in

30 days. Took over direct project management of new flagship wireless 3D product leading to a new client with access to over 150 million wireless customers throughout Europe and Asia. Numerous presentations to VCs, partners, and prospective customers. Presenter at iWireless conference in Los Angeles. Extensive travel and time away from home.

Chief Marketing Officer. [REDACTED], MEET Factory Oy, Helsinki, Finland. Responsible for strategic market analysis, planning and implementation for a startup company developing a virtual 3D community platform for the mobile Internet industry. Involved in all areas of a rapidly growing mobile internet startup as part of the executive team. Major contributor to product, process, and organizational development.

Executive Vice President. [REDACTED], HPK Marketing, LLC, Honolulu, HI. Responsible for strategic planning, implementation, and operations for a hyper-growth company involved in experiential marketing and demonstration for the toy industry. Developed and managed an international company that grew from zero to \$3 million to \$12 million in service revenues in two years, with offices in Tokyo, Paris, Los Angeles, and Honolulu. Traveled extensively as head of new product development and strategic planning. Key member of a team that sold 35+ million yo-yos worldwide from 1998 to 2000. Executed two successful new product launches, each selling 500K units, in partnership with largest toy company in Japan. Developed and maintained relationships with key vendors and clients. Acted as interim CEO & President to lead a major corporate restructuring and turnaround.

Partner (Product Manager) [REDACTED], Data Capture Systems, Newport Beach, CA. Responsible for managing the development of the first generation of wireless warehouse management systems (WMS) using radio frequency handheld terminals and IBM RS/6000 systems. Involved in all aspects of system design and implementation of an innovative wireless product: concept design, system analysis, requirements development, testing, installation, process reengineering, user training, customer support, and technical sales support. Major clients included DuPont and Duty Free Shoppers. Also responsible for the sales and support of the retail point-of-sale business in Hawaii and Southern California. Involved in all aspects of the business from arranging and presenting at quarterly seminars, to sales, implementation, training, and customer support.

Community Involvement

- Stanford Design Thinking Hawaii Bootcamp. Inaugural bootcamp held in August 2011. Co-founder of what is now an annual bootcamp for Hawaii educators, non-profits, and for profit organizations. 2011 to present
- Governor's STEM Strategy Team. 2011 to 2013
- Public Schools of Hawaii Foundation, Trustee, February 2011 to present
- Windward Community College Ambassador, February 2011 to present
- PBS Hawaii, Board of Directors, July 2009 to June 2015.
- Dual Use Hawaii Network, Co-Founder and Convener, 2005 to present. In 2007, the Dual Use Hawaii Network and the Hawaii State Legislature appropriated \$5 million to help commercialize and leverage millions of Federal R&D funding coming to Hawaii.
- Career & Technical Education (CTE), Dept of Education, Business Advisory Board, January 2009 to present.
- Hawaii Science & Technology Council, Board of Directors, January 2010 to November 2011.
- Chamber of Commerce of Hawaii, Defense Dual Use Committee, Vice Chair, 2010 to 2011.
- UH Business Plan Competition, Coach, 2001 to 2010. In 2010 coached Team InGYNuity - Third Place. In 2007, coached the first all-girl team to a #1 finish amongst 70 teams – leading to the spin off of a new life science company - Manoa Bioscience.
- Congressional Arts Competition for the 1st District, Board Member. 2006 to 2010.

- High School Business & Marketing Plan Competition, Coach and Judge. 2002 to 2009
- Jodo Mission of Hawaii, President from 2007 to 2010. Board member, 2011 to present
- FIRST Lego League, Supporter/Advisor, 2006 to 2009
- Oceanit's Internship Program: JAAMS, Assets High School, University of Hawaii

Speaking Engagements or Facilitations:

- 2015: Lead facilitator for Design Thinking for Executives Monthly Bootcamps. Co-facilitator for multiple Design Thinking bootcamps and workshop – from at-risk youth challenged to reduce bullying in their schools to Hawaii Tourism Authority, transforming the tourist experience.
- 2014: Hawaii Digital Government Summit "Everyone is a Change Agent" for 400 people. Facilitator for multiple Design Thinking workshops and bootcamps
- 2013: TEDxHonolulu Speaker. Facilitator for multiple Design Thinking workshops and bootcamps
- 2011: Design Thinking Workshops (facilitate): Envision Hawaii, Career Technical Education Conference, State STEM strategy team...delivered to over 600 participants.
- 2011: Moderator & Panel Organizer. Funding Disruptive Energy Innovations Panel. Asia Pacific Clean Energy Summit at the Hawaii Convention Center.
- 2011: Co-speaker. Social Media – The ALIVE process. The Nature Conservancy
- 2011: Oceanit's Innovation Process. Rotary Club of Pearlridge
- 2011: Innovation in the Enterprise. Hawaii Pacific University
- 2011: Oceanit Innovations for High Growth Entrepreneurial Ventures. Bill Richardson, UH Williams S. Richardson School of Law.
- 2011: Innovation and Life. MBA Class, UH Shidler College of Business
- 2010: HMSA Innovation Series. "Learn How Oceanit's culture of innovation creates, funds, incubates, and transitions new technologies to the marketplace."
- 2010: Innovation and Intellectual Property. Asst. Professor Sayoko Blodgett-Ford, UH Williams S. Richardson School of Law.
- 2010: Marketing and Life. Marketing Professor Erica Okada, UH Shidler College of Business
- 2010: "Creating a Global Innovative Energy Industry for Hawaii." Retreat for The University of Hawai'i College of Engineering and the Renewable Energy and Island Sustainability (REIS) Center.
- 2010: Panelist. Private Investment in Energy Innovation. Hawaii Renewable Energy Development Venture
- 2010: Guest Speaker. Professor Jennifer Chandler, UH Shidler College of Business
- 2010: Guest Speaker (MBA class). Professor James Richard, UH Shidler College of Business
- 2009: Panelist. AIA Building Industry Expo. Using Social Media in Marketing your AEC Firm
- 2009: Panelist. Rebuilding in 2010. A Tech Prospective Approaching the 2010 Legislature
- 2009: Panelist. Spin Out Summit. How to identify promising technologies for a spin out.
- 2009: Speaker. Hawaii Food Manufacturers. What is Social Media?
- 2009: Guest Lecturer. Professor Jennifer Chandler, UH Shidler College of Business
- 2009: Guest Lecturer. Professor Erica Okada, UH Shidler College of Business
- 2008: Panelist. IABC Conference. Social Media Panel
- 2008: Speaker. Podcamp/Wordcamp Hawaii. Using social media in politics and business
- 2008: Guest. Dotbiz Radio AM830. What's Twitter (micro-blogging)?
- 2008. Guest. Hawaii Public Radio FM89.3. Bytemarks Café. What's Twitter (micro-blogging)?
- 2008. Interview. Pacific Business News. "Web can be a dirty window for recruiters." Quoted about the positives of social media and how it can help your business.
- 2008. Speaker. Unconferenz. Funding your project.
- 2007: Awardee. Hawaii's Top Technology Leaders by Technology Newsbytes.
- 2007: Co-lobbied and secured \$5M from the Hawaii State Legislature for the Dual Use Industry.
- 2006: Co-Chair. ASME Multifunctional Nanotechnology Conference held in Hawaii

- 2005: Co-Founder. Nanopoint. Oceanit's second equity funded spin off.
- 2005: Co-Founder/Convener. Dual Use Network – a grassroots industry group for Hawaii's defense and dual use companies

Contact Information:

Ian Y. Kitajima

The Oceanit Center

