

the internationalist

FOR ADVERTISING, MARKETING + MEDIA PROFESSIONALS

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NEW INTERNATIONAL ROLE FOR NIKKEI'S TSUJI

► The April Japan fiscal year often brings changes in international positions, and **Hirokazu Tsuji**, advertising veteran with The Nikkei, is now back in Tokyo after several years in London. He assumes the role of International Advertising Director with responsibility for all aspects of international

advertising sales administration across Nikkei's Cross Media Advertising and Business Bureau (CMABB). This includes the management of Nikkei's global sales network, as well as coordination with other in-house divisions which are involved in international affairs throughout the company.

With this new structure, all advertising sales managers based in Nikkei America, Nikkei Europe and Nikkei Asia will report to Tsuji-san. He, in turn, reports directly to Mr. Hidekazu Imai, General Manager of CMABB.

We wish him every success, and hope it made it back to Japan in time to see the Cherry Blossoms and miss the volcanic ash.

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THE WALL STREET JOURNAL TO WORK WITH US MEDIA CONSULTING

► **Bruno Almeida**, Managing Director and founder of US Media Consulting has been getting a lot of attention of late. His company has been expanding beyond its Miami headquarters into other Latin American cities and was ranked among the top fast-growth Latino companies in 2009 by *Inc.* magazine. US Media Consulting, created in 2003, is a media representation and placement company that boasts relationships with over 600 media companies.

Now they are also beginning work with the *Wall Street Journal*. US Media Consulting will manage the global sales for Mexico and the Caribbean, which will not only include *WSJ Americas*, but also *The Wall Street Journal* global editions (U.S., Europe, & Asia), The Wall Street Journal Digital Network, *WSJ* magazine and *Barron's*.

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FRANK CUTITTA CREATES GRAYS WITH TRAYS

Our thoughts may not be turning to warmer weather, but we couldn't resist sharing these winter photos of Frank Cutitta, International Executive- weekdays; snowboarding instructor- weekends. Most know Frank from IDG, where he's had multiple careers, or as the former Director General of the IAA. However, Frank is also passionate about snowboarding, and has created a training program for adults—many in the advertising and media industry—to fearlessly learn the sport. He calls it Grays with Trays... and has started some initial branding with tee shirts, pictured here.

If you're interested in next season, he teaches in Stratton, Vermont—whenever there's snow. Then he runs back to the Boston area for his day job with IDG.

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