



Kazumi Mechling  
Marketing and PR Strategist

Kazumi is an experienced and innovative PR and marketing professional with 25 years of experience in key media markets in the U.S. as well as international, specifically Japan and the Asia Pacific region beginning her career with Fujitsu. Kazumi has specialized in developing and executing brand positioning and messaging platforms and developing comprehensive PR & marketing plans for a range of consumer and technology companies from start ups to Fortune 20 corporations. Kazumi is also a successful entrepreneur who founded and sold her own boutique firm in Tokyo, Japan to the world's largest independent PR agency, Edelman.

Before establishing Kami Marketing, Kaz was the CEO of a boutique marketing agency and was responsible for restructuring the agency to represent specialty offerings in content marketing, social media and influencer programs. Prior to that role, Kazumi was President of the LA office for Cohn & Wolfe (WPP) for 4 years where she developed new consumer engagement offerings and managed teams on anchor accounts including Ubisoft, Sony and Nokia/Microsoft. She also established and led the Consumer Marketing for Waggner Edstrom based in Seattle. During her 7 year tenure, she was responsible for leading client work for T-Mobile, HTC, Canon and Microsoft Consumer. And after relocating from Tokyo, Kazumi was at internet tech agency Niehaus Ryan (NRW) working with Apple US and Apple Japan and the launch of Yahoo!

Kazumi believes the bridge between Japan and the U.S. is ripe for reinvention in a new era of marketing. She has a passion to bring the unique appeal of Japanese products and services to the U.S. market and assisting in the next generation of our shared heritage.



Johanna Metzger  
Brand and Marketing Strategist

Johanna is a senior marketing executive with a track record in creating & “sharpening” brands to drive profitability and innovation. She has honed her expertise while serving in global management roles at Nike Inc., Leo Burnett Worldwide and Starbucks Japan.

Johanna’s passion is growing businesses through transformational branding. Her accomplishments from concept to execution include the establishment of Starbucks Japan’s flagship stores and Nike Japan’s flagship store in Harajuku. During her tenure at Leo Burnett, Johanna was the co-founder of Bshe, Leo Burnett’s first consulting service specializing in researching & marketing to women. Client work included: Vogue Japan, Max Factor / SKII, Fiat/ Alfa Romeo, Shinsei Bank and Heineken.

More recently, Johanna has developed the branding and marketing services at Gulla Jonsdottir Architecture & Design with a consumer focus on top international restaurants and hotels.

Johanna believes that experiential branding has become the new “normal” and she sees the opportunity to bring her unique expertise to American -Japanese leaders and their dreams to create a more prosperous future.