

## James Weeks

### President & CEO Japan

Jim Weeks has more than 20 years experience as a public relations consultant, specializing in corporate positioning, issues and crisis management and M&A communications. He has acted as lead consultant or advisor on a long list of M&A transactions, including post-acquisition integration programs, and has also advised on numerous complex corporate restructurings.

Jim became President & CEO of Gavin Anderson Japan in January 1995. In 2000, he was also named Chairman – Asia, and Head of the Corporate Practice Group of Gavin Anderson Worldwide.

Prior to joining Gavin Anderson, Jim was for eight years with Burson-Marsteller, initially based in Japan and later in London, where he became director of corporate/financial communications/Europe, and a member of the worldwide board of the company.

He earlier had an extensive career in business journalism with Reuters, including five years in Japan as chief correspondent for Reuters Economic Services (RES). In preparation for that position, Reuters provided him with a one-year immersion course in the Japanese language. He was subsequently appointed news editor of RES in London, responsible for a worldwide team of business and financial journalists.

Jim is a guest lecturer on branding and communications at Temple University in Japan, and a frequent commentator on communications issues. He is a graduate of Gonville and Caius College, Cambridge with an honors degree in modern languages.