



**Name:** Susan Lawlor  
**From:** Wicklow, Ireland  
**Industry:** Advertising



**About:**

After graduating from Dublin City University with a degree in International Marketing and Japanese, I joined the JET Programme and went to Takashima Cho, a small town in Shiga Prefecture that was twinned with Ireland. After spending three years there, I moved to Osaka where I worked for an advertising agency called Shinken Ad, part of the Benesse Group. Here I was responsible for promoting Japanese universities outside of Japan, both to international students and Japanese returnees.

I then moved to London, where after a stint in the Corporate Communications Division of NEC Europe, I moved back to agency side and joined the London branch of Japanese advertising agency Dentsu. I spent almost ten years working with Dentsu and Dentsu Sports Europe in London delivering high profile advertising campaigns and large-scale brand sponsorship & hospitality activations at sporting events such as the FIFA World Cup, IAAF World Championships and FINA World Swimming. Some may say, this experience has been wasted on a not so sporty person like myself!

In 2015 I was transferred to Dentsu HQ in Tokyo as a Business Director / Senior Client Partner and have been involved in global campaigns and large-scale activations for the Olympics, including planning and managing Team Coca-Cola's activation during the Tokyo 2020 Olympic Torch Relay. This gave me the opportunity to travel across Japan and was truly a once-in-a-lifetime experience.

Another unforgettable experience was managing the negotiations and execution of Fujifilm's global collaboration with world renowned pop star Taylor Swift. This project took me on my first business trip from Japan to Ireland, where I got to see her play Croke Park.

I am currently focused on the planning and activation of global branding communication projects for key agency clients. In addition to new business development.