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THIS MONTH:

HOW I GOT HERE

How one business owner
turned his love of a language
into an international
management career. **PG. 63**

HOW I GOT HERE

DOUG LIPP,
president, G. Douglas
Lipp & Associates



WHEN HE WAS 16 YEARS old, Doug Lipp took a course in Japanese and fell in love with the language. He minored in Japanese at California State Long Beach, spent a semester in Japan, and hosted Japanese exchange students with his family. A college internship in marketing at Disney focused his career plans, and after graduate school in Japan and the United States, Lipp approached Disney for a job. He wound up helping start Tokyo Disney. "It was two years of figuring out how to market our hiring campaign to the Japanese," he recalls. "It taught me a lot about

marketing yourself to a population that's not American."

By 1983 Lipp was back in Anaheim, California, and became head of Disney's internal employee training

and development. He left in 1985 to help form the Intercultural Relations Institute, consulting in cross-cultural management, marketing, and sales. Three years later Lipp was hired by a client, NEC Corporation, to work with a plant manager who had problems managing Japanese workers. Five years later Lipp founded his own firm, G. Douglas Lipp & Associates. He is also the author of six books, most recently *The Changing Face of Today's Customer*.

"I went where I could develop myself," he says. "And when I bumped against walls, I didn't moan - I moved on." —Eilene Zimmerman

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» YEAR-END FO

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