

**Alan Maeda** is the Chief Operating Officer of Bedrock Media, Inc. Bedrock Media is a consulting company that develops customer experience programs for corporate clients that combine brand management and corporate transformation principles; in essence, the concept of companies having to establish brand integrity with external (customers) and internal (employees) stakeholders.

Alan has served as General Counsel for Epson's US subsidiary, as Senior Director, Business Practices for Oracle Japan in Tokyo, and recently worked as an executive consultant for Apple's Marcom Unit relating to its global brand asset management program in Japan. Alan was also an attorney in Hawaii where he handled corporate and litigation matters for corporate clients in Hawaii, California and the Asia Pacific region.