



Fred Kendall
Managing Director
RedWorks Japan K.K.

Fred is the managing director of Ogilvy's RedWorks in Tokyo, Japan. RedWorks is engaged on a variety of brands including AMEX, BAT, Citizen, IBM, Lixil and SC Johnson.

Fred has lived in Tokyo for nearly 20 years. During that time, he has worked on global and domestic marketing, design and branding projects for a number of brands including Nissan and Infiniti Motors, Danone Yogurt, Allianz Insurance, Kirin Beer, P&G's Gillette, Venus and Braun, MARS Snickers, Pedigree, Caesar and Sheba. From 2000 to 2007, he was a leading team member of TBWA's global group dedicated to revitalizing Nissan's business and marketing activities in key global markets.

Prior to that, Fred worked at Toyota Motors (USA) in a variety of marketing and strategic product planning positions. He graduated from the University of Washington in Seattle (MBA) and Wabash College in Indiana (BA).

Fred and his wife, Stacie, still enjoy exploring Tokyo on the weekends with their dog, Herbie.