



Ken Omori
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Ken Omori started his agency career at ADK Tokyo taking on roles of account director and planner for a major automotive brand. From 1993, he was stationed in Europe for 11 years, initially working with BBDO Frankfurt and then establishing ADK's own network in top 5 European markets including JV operations with creative hot shops in London, Madrid and Paris. During his time in Europe, he was also successful in expanding the online research company KNOTs into a worldwide consumer opinion panel and consultancy offer.

Now back in Tokyo, Ken Omori is responsible for global business development and network management including APAC, and still possesses the same characteristic drive to explore alternative approaches and challenge conventional wisdom. One of the challenges he is pursuing recently is "co-creation" to involve consumers to co-develop brand story and content for his clients.