



Robert Badal Experience:

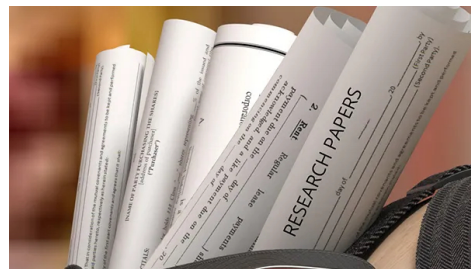
Editing & Writing: Business, Technical, & Medical

<https://blseducation.com>

info@blseducation.com

Robert Badal is an experienced professional writer. You can see his creative works on his personal website, <https://robertbadal.com>.

He began editing technical research papers and presentations while employed as a Technical English teacher and TOEIC test preparation specialist at the Toyota Central R & D Laboratory from 2004-2012. (see Experience: Technical & Medical English under Business & Teacher Training Experience).



Target Vehicle Dynamics in Low-Speed Cornering
- A Study about the Effects of Yaw Velocity and Slip Angle on the Driver's Sensitivity -

Yoshikazu Hattori, Shoji Asai
Toyota Central Research and Development Laboratories, Inc.
Yoshiaki Tsuchiya, Limpibunterng Theerawat
Toyota Motor Corporation

While working at the Laboratory, he came to the attention of the former Director of the Facility, and CEO of Toyota Europe, Junchi Numata. He became speechwriter to Numata-san.

January 3, 2013

To whom it may concern :

This letter is in regards to Mr. Robert Badal.

Mr. Badal has been my English speechwriter since 2009. He is a professional published author and editor and his writing ability is considerable.

As a speechwriter, he is able to incorporate a predetermined message into any style or format that the situation calls for. In an executive setting, this can vary from a short humorous speech in a social situation to a formal company announcement that must contain certain considerations as to company and national politics, sensitivity to specific issues, industry and company jargon, company culture and mission statement messages, creating a strong audience response, and incorporating natural speech mannerisms that may be inherent in the speaker.

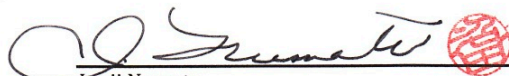
In addition to his skill as a professional writer, he has enhanced knowledge of the automotive world and its ongoing technology through his association with the Toyota Central R & D Lab. The esteem of the engineers at this facility for Mr. Badal's ability is very high.

I have served in the capacity of Managing Director of Toyota Motor Corp, Chairman & C.E.O of Toyota Europe, and Chairman & C.E.O Tokai Rika.

Presently, I am President & C.E.O of Eugene International, Chairman & C.E.O of Unisantis Electronics Japan Ltd, and Chairman & C.E.O of NewScope Asia Pacific Ltd.

If you require any further information, please contact me by e-mail:
www.numata@greenvalue.net

Regards,

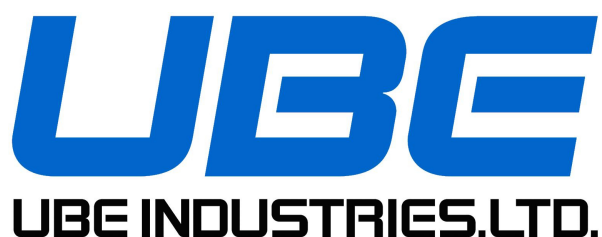


Junji Numata
Chairman & C.E.O
Eugene International Inc.

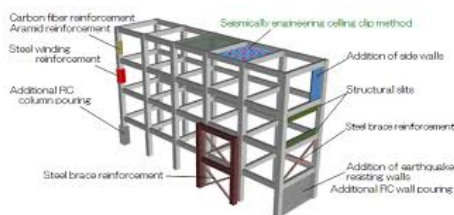


During his time in Japan, Robert also edited medical research papers for physicians from Aichi Medical University and Komaki Hospital.

He also prepared documents and materials for medical tourism for Nagoya University and the Northern Mariana Islands Saipan.



Also during his time in Japan, Robert was employed as an English consultant for a major report on seismic retrofitting of buildings by the Construction Materials Division of UBE Industries.



An Experimental Study on The Seismic Retrofitting Method by Outer Reinforced-Concrete Frames with Framed Steel Bracing

***Ken Harayama¹⁾, Eiichi Inai²⁾, Takanori Kawamoto³⁾, and Yusuke Matsukane⁴⁾**

^{1), 3)} *Construction Material Div., Ube Industries, LTD., 1-6, Okinoyama, Kogushi, Ube, Yamaguchi 755-8633, Japan*

^{2), 4)} *Graduate School of Science and Eng., Yamaguchi Univ.*

Robert relocated to Chongqing in 2012. After short teaching stints at Owen Education and the Stilwell Foreign Language School (see Teaching Experience: English for Kids and Test Preparation, Immigration, and Study Abroad), Robert was recruited to be Consultant to the Public Affairs Department of Changan Ford, one of the largest joint ventures in China. Robert worked as a PR and communications consultant to Changan Ford. Frequently his work entailed technical research into engineering as it applied to features on different models and relating this technical information to public statements or internal company communication.

This is a letter of recommendation for Mr. Robert Badal. I am well acquainted with his work, as I was Director of Human Resources for Changan Ford during the time he was a Consultant for the company from June 2013 to May 2016.

In Robert's case, the Consultant role covered a broad range of duties that could be collectively grouped under the provision of English language support for a broad range of activities that overlapped with Strategic Planning, Marketing, and Human Resources.

Robert worked closely with the CAF President, Marin Burela, as well as CAF's Public Affairs department and their outsourced public relations vendor companies such as the Shunya Group. Additionally, he contributed to internal departments, such as Human Resources and external partners, such as parts suppliers and dealerships. He also contributed to interfaces with the American parent company, the Ford Motor Company, in Dearborn Michigan.

Robert's duties included writing and rewriting of PR materials, such as press releases and briefing books, CEO speeches, and official written communications, internal and external, often with tight deadlines and last minute additions and changes.

He displayed both the ability and the willingness to absorb information - technical, operational, and cultural - involving frequent on-site visits to understand company challenges and and contribute to various communications. As part of his role, he was often included in strategic planning discussions and participated in CSR activities events, including volunteering to teach English classes to employees

CAF is a large Chinese company with international characteristics due to its U.S. parent and though specialization of function is necessary, in order to "get the job done," there is also frequent overlap in tasks. Unexpected communication challenges often arose as a result of the scale and breadth of the CAF business, more so given the global reach involved, wherein there were team members with varying degrees of English competency utilizing multiple communication channels, ranging from emails, letters, conference calls, and both face-to-face and video meetings. Empathy and patience are often required in cross-cultural settings and managing this, requires, above all, dedication to the company. I believe Robert to have this dedication and coupled with his excellent skill set, makes him entitled to my strongest recommendation.

If you wish to contact me, I can be reached at my email address darylmahon@newagehse.com or by phone +614 04 027 130.

Best regards,

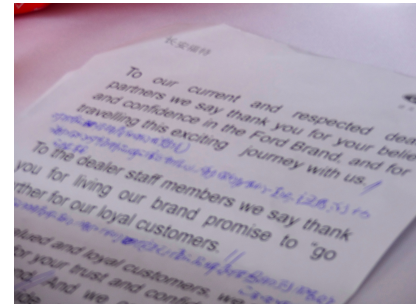
Daryl Mahon
Principal Consultant
New Age HSE Services
Melbourne Australia

Moving to Korea in 2013 to take a position as a university professor (see Teaching Experience: University), Robert continued his work remotely for CAF.

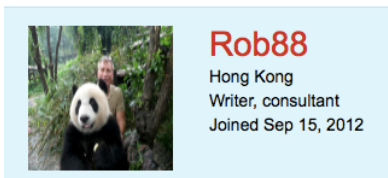
Robert's work for CAF included a broad range of activities. These are summarized on Experience: Corporate & Government Consulting.



He was speechwriter to the CEO Marin Burela and edited his official communications.



CNN iReport



In Chongqing, Robert became an iReporter for CNN and wrote several local interest stories. He continued as an iReporter when he moved to Korea in 2013. See his personal and writing website, <https://www.robertbadal.com>. for details.

Moving to Korea in 2013 to take a position as a university professor (see Teaching Experience: University), Robert continued his work remotely for CAF.

In Korea, he accepted a commission to edit a major Business Phd thesis for Tokyo University about Japanese corporate social responsibility.

Using Management Control Systems to implement CSR Activities: An empirical analysis of 12 Japanese companies

Masahiro HOSODA Graduate student, Meiji University	Ayuko KOMURA Graduate student, Meiji University
Kohsuke MATSUOKA, Ph.D. Associate Professor, Tohoku Gakuin University	Thomas RHYDWEN Academic Affairs, Meiji University
Takeshi SAITO Graduate student, Meiji University	Mina SAKAKI Graduate student, Meiji University
Syuhei Kawata Graduate student, Meiji University	Kenji Inoue Graduate student, Meiji University
Shima NAGANO, Ph.D. Associate Professor, Meiji University	Kenichi SUZUKI, Ph.D. Professor, Meiji University

The following year, 2014, he relocated to Hong Kong, where he also continued to work remotely for CAF.

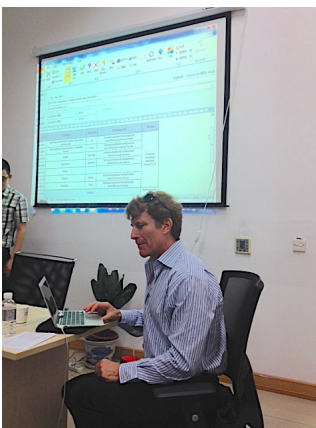
He started Robert Badal Consulting in Hong Kong in 2014. In 2020, he subsumed this business under the Ba Lao Shi Perfect English brand name.



Robert Badal Consulting



In Hong Kong, Robert has built a reputation as an outstanding editor and writer for all type of applications. His assignments have included documents, Power Points, resumes, university applications, website English, and others.



Robert has completed technical and medical editing assignments for many individuals and companies, including Primex Asia Limited, for whom he also consults (see Experience Corporate & Government Consulting).



In 2016, Robert was contracted by KITIA, the Korean Core Industrial Technology Association, (see Business & Teacher Training Experience: Corporate & Government Consulting).