

Debbie Howard  
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<https://carterjmrn.com/>

Debbie has lived and worked in Japan for over 30 years, and founded JMRN in 1989. Debbie is a specialist in translating qualitative research into clear strategic direction for international clients, and over her career has worked with most major brands that have entered Japan. She served as President of the American Chamber of Commerce in Japan (ACCJ) in 2004 and 2005, Chairman in 2006 and 2007, and continues to serve as ACCJ President Emeritus. Debbie also serves as an advisor to the US-Japan Bridging Foundation, which facilitates study-in-Japan programs for U.S. college students.

In her spare time, Debbie is developing a new business to support non-professional family caregivers in their efforts to care for their loved ones as they age and move to the ends of their lives. Based on her experience caring for her Mom (who died of Stage 4 lung cancer at 76 years old), along with her insights as a market researcher and analyst, Debbie's soon-to-be-published book (*The Caregiving Journey: How to Survive and Thrive One Step at a Time*) guides caregivers in a straightforward and heartfelt manner, and is the launching pad for Debbie to advocate more widely for self-care while caregiving, and for viewing the caregiving journey as a transformative experience. [www.thecaregivingjourney.com](http://www.thecaregivingjourney.com)