

Ichiro Suzuki

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Professional Summary

Successfully conducted strategy consulting in areas such as market launching strategy for foreign companies, business strategy, and organizational transformation. Target industries include financial, home electronics and retailing. Currently employed at a financial firm and involved in its credit card business, specifically in marketing. Tasks include implementing Six Sigma and building a CRM program involving the entire firm. Strengths are change management and business strategy planning and execution, especially in the personal finance business.

Career Experience**ABC Financial Service K.K. Tokyo, Japan July 20XX – Present****■ Feb. 20XX – Present Manager, Customer Service Development**

Selected to be Manager of Marketing, following the merger of credit card business section and CRM section in February, 20XX. Responsibilities are new product development and retention program development. Currently planning and executing multi-faceted business strategy mainly for the credit card business, such as CRM and cross-selling.

■ Feb. 20XX – Feb. 20XX Manager, Credit Card Business Market Strategy

Responsible for regularly compiling report on data that are key for strategic planning and execution, and for executive decision-making in business and marketing strategy of credit card business. Leader of marketing team of five, in charge of cross-selling strategy aimed especially at maximizing loan-to-value, and e-business. Also formed and lead inter-departmental teams for six related projects.

■ July 20XX – Feb. 20XX Master Black Belt, Six Sigma Team

Master Black Belt member of team specializing in Six Sigma promotion. While acting as expert in Six Sigma promotion and coaching, localized U.S. parent company's program. Also designed, developed, and executed training program.

Strategy Consulting Firm K.K. Tokyo, Japan July 20XX – June 20XX**■ Jan. 20XX – June 20XX Consultant**

PROJECT: Built new business model and selling system for securities firm.

SUMMARY: Research and analysis of sales channels' needs. Designed plan for client management. Conducted piloting at six sales branches. Planned added services as necessary and sales methods.

ROLES PLAYED: Leader of operations for six pilot teams. Promoted stocktaking of corporate data and accumulation of ideas and drew up plan to build database.

PROJECT: Planned strategy to launching into Japanese and Asian markets for home electronics company

SUMMARY: Market research and analysis. Research and forecast of players' trends in the markets. Sampling and evaluation of market launch options. Designed launch plan. Assisted in execution of plan.

ROLES PLAYED: Promoted research and analysis of Japanese market. Mapped out launch strategy. Conducted option evaluation in with client team.

■ July 20XX – Jan. 20XX Business Analyst

• Planned mid-to-long term strategies for a pharmaceuticals and medical supplies company, aimed at widening shares. Strategy included through product development, marketing, sales, channels and organization. Drew up sales revitalization program, operated pilot team.

• Proposed and executed plan to transform new product development process at a service-oriented company.

• Through analysis of consumer goods channel efficiency, drew up mid-to-long term plan.

• Conducted analysis of Japanese financial firm's investment decisions related to new businesses, planned launching strategy.

Education

Master of Business Administration

July 20XX

Boston Institute of Technology Massachusetts, U.S.A.

Bachelor of Science Degree in Economics

March 20XX

Tozai University Tokyo, Japan

Other

Software: Microsoft Office, SAS

Language: English (proficient business level in reading, writing and conversation)
TOEIC score 920