

# **EMI KOBAYASHI**

3869 Miramar St, #1726, La Jolla, San Diego, CA

(858) 257-9845

[www.linkedin.com/in/emi-kobayashi](https://www.linkedin.com/in/emi-kobayashi)

e2kobayashi@ucsd.edu

## **EDUCATION**

**Master of Business Administration (STEM Program)**, Rady School of Management

University of California, San Diego, CA

**Aug 2024 – Jun 2026**

- Certificate in Marketing, Finance, Design, and Innovation

**Bachelor of Arts, Economics**

Temple University Japan Campus, Tokyo, Japan

**Sep 2016 – Apr 2019**

## **EXPERIENCE**

**Marketing Intern**, BIOVIA, Dassault Systèmes, San Diego, California, United States

**Jun 2025 – Present**

Biotech and pharmaceutical software industry

- Led cross-sector data analysis across life sciences, materials science, and informatics software markets to drive evidence-based business strategy and inform high-value investment decisions.
- Developed and executed go-to-market and data-driven annual marketing plans, overseeing global event, campaign and launch logistics, and leveraging performance analytics, pivot tables, and executive dashboards in Excel to improve engagement, lead generation, and event ROI while securing expanded budgets.
- Delivered executive reports and market analyses that enhanced strategic communication, client engagement, and positioning—identifying growth opportunities, optimizing messaging, and strengthening industry presence.
- Collaborated with sales to launch digital content and campaigns that boosted lead quality and conversion efficiency.

**Global Marketing/Sales Manager**, Moretec, Inc., Tokyo, Japan

**Apr 2020 – Jul 2024**

Semiconductor industry

- Directed B2B marketing, go-to-market, and launch strategy, leading a cross-functional team that achieved 140% revenue growth over three years by leveraging data-driven insights and financial modeling tailored to business clients.
- Streamlined international logistics in collaboration with key stakeholders, reducing major incidents by 90%.
- Oversaw operations and led the Japan department, managing expenses and financial performance. Delivered quarterly data-driven reports to the CEO, supporting executive decision-making and long-term strategy.

**Marketing/Sales Team Lead**, Moretec, Inc., Tokyo, Japan

**Apr 2019 – Apr 2020**

- Spearheaded B2B sales and marketing initiatives, enhancing team performance through training, KPIs, and multichannel acquisition strategies (exhibitions, in-person meetings, digital, and phone outreach).
- Exceeded sales targets by 25% through cross-border collaboration and market analysis across Japan, China, the U.S., and Europe, increased revenue by 30% through data-driven growth strategies.

## **PROJECTS**

**Deep Tech & Industrial Policy Strategy Project**, UC San Diego Rady School of Management

**Jun 2025 – Sep 2025**

- Partnered with a financial advisory firm to analyze how U.S. semiconductor policies influence investment in AI and manufacturing, applying financial modeling to evaluate M&A and private equity responses and identify trends.

**Physical AI and Robotics Consultant (RAP)**, Intel Corp, Santa Clara, California, United States

**Mar 2025 – Jun 2025**

- Researched AI-driven shifts in the robotics market and global growth inflection points, partnering with a cross-functional MBA team to translate insights into actionable strategic recommendations.

**San Diego Immersion Consulting Competition**, UC San Diego Rady School of Management

**Mar 2025 – Apr 2025**

- Advised Israeli startup Bzigo on a U.S. market entry strategy for its AI mosquito detection device, integrating B2C and B2B growth plans and delivered a first-place MBA consulting pitch recognized for strategic innovation.

## **SPECIALIZED SKILLS**

- Tools: Proficient in Microsoft Excel, Office 365, PowerPoint, JavaScript, CRM, Tableau, and RStudio
- Languages: English (Business), Chinese (Native), Shanghainese (Native), Japanese (Business)

## **PROFESSIONAL AFFILIATIONS & LEADERSHIP**

**Organizer**, Outdoor Activity Group, Tokyo, Japan

**Apr 2020 – Present**

- Led international teams of 30 members in organizing outdoor activities and promoting cross-cultural collaboration.

**Founder**, JCID Charity Club, Shanghai, China

**Sep 2013 – May 2015**

- Led a 20-member team supporting underprivileged children through English instruction and fundraising activities.