



# Takehiro Koizumi

Senior Manager Licensed Business Teamsport - PUMA

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Deep understanding of the football club business, with experience at FC Barcelona managing sponsorship and licensing deals, at PUMA overseeing Manchester City's licensing business, and at Rakuten collaborating with Andrés Iniesta to develop his football academy in Japan.

## Work History

2024-09 - Current	<div><b>Senior Manager, Licensed Business Teamsport</b></div> <div><i>PUMA SE, Germany</i></div> <div><ul style="list-style-type: none"><li>• Developed and executed the global licensing strategy for Manchester City.</li><li>• Led business planning with a strong focus on driving jersey sales through in-depth sales data analysis.</li><li>• Defined target audiences, product concepts, and launch strategies for the entire jersey portfolio.</li><li>• Conducted business review sessions for Manchester City and PUMA executives, presenting the global market landscape and strategic initiatives to maximize top-line revenue.</li></ul></div>
2024-01 - 2024-07	<div><b>Senior Business Development Manager</b></div> <div><i>FC Barcelona, Hong Kong</i></div> <div><ul style="list-style-type: none"><li>• Drove revenue growth by upselling existing partnerships and securing new prospects in the Korean and Japanese markets, contributing to 84% of APAC revenue.</li><li>• Generated over €45 million in revenue through global and regional sponsorship and licensing deals.</li><li>• Collaborated with the Partnership Activation team to execute high-quality marketing activations for existing partners.</li><li>• Established a new revenue stream by securing agreements with players, upselling partners on individual image rights, shooting hours, and social media promotions.</li><li>• Led and managed a team of two staff members to drive productivity and achieve key business objectives.</li></ul></div>
2021-12 - 2023-12	<div><b>Business Development Manager</b></div> <div><i>FC Barcelona, Hong Kong</i></div>

- Developed a strategic approach to grow the Japanese market by leveraging FC Barcelona's brand affinity with Japanese culture, emphasizing craftsmanship and dedication to style over on-the-pitch results.
- Increased Japan market revenue by 66% within 1.5 years through regional and global partnership and licensing deals.
- Established relationships with C-level executives at Japanese companies with annual revenues exceeding €1 billion.

2021-04 - 2021-12

## Marketing Analyst

*Rakuten, Tokyo, Japan*

- Analyzed purchasing behavior of Vissel Kobe (football) and Rakuten Eagles (baseball) fans to develop targeted marketing strategies for promoting Rakuten services.
- Collaborated with external agencies such as Nielsen and Kantar to assess the effectiveness of marketing campaigns leveraging Vissel Kobe and Rakuten Eagles IPs.
- Defined and monitored KPIs for marketing campaigns utilizing sports IPs to ensure optimal performance.
- Identified and prioritized high-potential Rakuten services from a portfolio of 72, allocating budgets and coordinating campaigns with internal departments and sports entities.
- Delivered reports and strategic insights to senior decision-makers, guiding investment decisions for sports IPs in the Asian market.

2019-01 - 2021-03

## Global Business - Vice Manager

*Rakuten, Osaka, Japan*

- Developed and launched a football academy with Andrés Iniesta, positioning it as Japan's premier international football education experience with the highest tuition fees in the country.
- Served as P&L owner, overseeing recruitment, budgeting, mid-term business planning, and reporting directly to Rakuten's Vice President.
- Led a multinational team of 10 staff from four countries to successfully establish and grow the academy.
- Expanded the academy to 190 students in Osaka and Kobe, with over 500 participants in training camps across Osaka, Nagoya, and Tokyo within 1.5 years.
- Managed business planning and P&L projections for FC Barcelona's merchandising business at the 2019 Rakuten Cup.
- Generated €689,000 in revenue, securing FC Barcelona's decision to appoint Rakuten as its master licensee in Japan.
- Led contract negotiations with FC Barcelona and vendors, establishing a streamlined approval and production process to launch products within three months.
- Maximized profitability by strategically leveraging Vissel Kobe players for marketing and optimizing SKU selection.
- Developed a PR strategy featuring David Villa and Andrés Iniesta to drive product promotion and market engagement.

2017-05 - 2018-12

## Event Planner

Rakuten, Tokyo, Japan

- Planned and executed bi-monthly public viewing events for La Liga matches, aiming to promote Rakuten campaigns and enhance the brand's Net Promoter Score.
- Collaborated with La Liga, broadcasters, football commentators, and influencers to drive engagement and increase La Liga's presence in Japan.
- Organized a jersey exhibition in Tokyo in partnership with the Barça Museum, integrating Rakuten's VR technology to elevate the customer experience.

2016-04 - 2018-12

Sales Consultant

Rakuten, Nagoya, Japan

- Sold Rakuten's golf reservation system to golf courses in the Nagoya and Tokyo areas, driving adoption and business growth.
- Ranked as the top salesperson in 2018 among a team of 45.
- Provided data-driven consulting to golf courses, leveraging reservation system insights to optimize operations and increase bookings.
- Increased revenue by over 15% in the Nagoya area in 2016, achieving the 3rd highest sales performance among 45 salespersons.

2015-05 - 2015-12

Interpreter

Japan Football Association, Tokyo, Japan

- Served as interpreter for Gary White, manager of the Guam National Football Team, during his participation in Japan Football Association's S-License coaching program.

 Education

2023-09 - Current

Master's: Sports Finance

University of London - Online

2020-12 - 2021-02

Certificate: Marketing Analysis

MIT Sloan School of Management - Online

2020-03 - 2021-01

Master's: Sports Management and Law

ISDE - Online

2011-04 - 2016-03

Bachelor's: Economic

Hitotsubashi University - Tokyo, Japan

 Languages

Japanese



English



Spanish



Korean



Catalan

