




Michiaki Takada

Director, Field Sales


Contact

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Education

September 2002

Bachelor Of Comparative Culture
Sophia University
– Tokyo, Japan

Key Skills

New Business Development

Strategic Planning

P & L management

Operations Management

Key Account Management

Award

2011, 2012, 2013, 2014

Getty Images Pinnacle Award

*Top sales award in the world

Projects

May 2022-present

Co-leader of the Getty Images
Diversity and Inclusion Global
Advisor Committee

May 2021-May 2022

Qualifications

Top-ranked sales director recognized for contributions to record-setting sales figures, territory expansion and new account development in the fast-paced environment with 20 years of experience. Driving new product sales strategy including SaaS (Digital Asset Management) and managing the sales teams in Japan and Southeast Asia. Proven success in the B2B market, and specialising in business development, and maintaining customer's sales revenue from various industries (automotive, pharma, CPG, IT, Finance). I have held several leadership roles in field sales and key account executives' teams. As a critical and aggressive networker, I have extensive C-level executives contacts.

- Combine entrepreneurial drive with business-management skills to drive gains in revenue, market share and profit performance.
- Communicate a clear, strategic sales vision, effectively training and coaching both veteran, junior and new sales team members.
- Cultivate excellent relationships with new prospects and existing customers.
- Turn around lagging operations and prepare companies for fast growth and profitability.

Expertise:

- Sales Team Supervision
- Territory Management
- New Account Development
- Relationship Building
- Complex Negotiations

Professional experience

Getty Images – Tokyo, Japan

Director, Field Sales	January 2017-Present
Field Sales Executive	April 2014-December 2016
Senior Account Manager	January 2011-March 2014
Senior Sales Manager	January 2008-December 2010

Co-leader of Global Getty
Images ERG (LGBTQIA+
Alliance)

June 2018-May 2020
A member of the Getty Images
Diversity and Inclusion Global
Advisor Committee

Languages

English
January 2002 TOEIC 935
Japanese
Native or bilingual proficiency

Sales Manager	April 2005- December 2007
Sales Team Lead	April 2003- March 2005

Advanced to sales director role to serve as a critical APAC sales leadership team member and global corporate acceleration leadership team member developing sales strategies for a corporate segment. Formulate marketing, operation, and business development strategies to drive revenue growth.

Outcomes:

- **Grew corporate segment revenue and brought new growth in Japan.**
 - 2023 Team 90% Individual 110% (as of January 4, 2024)
*2023 Japan 93%
 - 2022 Team 89% Individual 90%
*2022 Japan 89%
- **Sold the most extensive number of new products globally (SaaS, AI, Data-driven report).**
 - New product launch and share acquisition: API, Digital Asset Management, PR solutions, AI data set, AI social media analysis, Crowd-sourcing photo assignment.
 - Generated more than 100M JPY (870K USD) from the Olympic project partnered with Dentsu in Rio, Pyeongchang, and Tokyo
 - Sold the most significant number of digital asset management deals and data-driven reports.
- **Led several teams in the sales organization and continued sustainable sales revenue.**
 - 3 sales reps (1 KAE, 1 FSE, 1 AM) in JP 2023- present
 - 2 sales reps (2 FSE) in JP 2022
 - 2 sales reps (1 KAE, 1 FSE) in TH 2020-2021
 - 5 sales reps (3 KAE, 2 FSE) in JP, SG, MY, and HK 2017-2019
 - 5 sales reps (3 AE, 2 researchers) in JP 2008-2010
 - 5 sales reps (5 AE) in JP 2003-2007
- **Achieved individual outstanding sales results in 4 years**
 - 2011, 2012, 2013, and 2014 Pinnacle Awards representing the first-time APAC region and the first-time seller in 4 years.
 - Collaborated with other department’s functional leaders and generated exceptional revenue.
- **Expanded market share from various industries in Japan (IT, automotive, pharma, Chemical, CPG, finance, and travel) and built relationships with C-level executives.**
 - **IT:** Fujitsu, NEC, SHARP, Mitsubishi Electric, Ricoh, Canon, Hitachi
Automotive: Toyota, Nissan, Yamaha, Honda, Mitsubishi **Pharma:** Takeda, Daiichi Sankyo, Terumo, Omron, Santen **Chemical:** Toray, Mitsubishi **CPG:**

Kompass Japan – Tokyo, Japan	
Information Consultant	July 2002- March 2003

- Demonstrated an unwavering commitment to customer service, adding new customers while selling advertisements with temp staff in the call center.
- Created company brochure and maintained sales data.
- Trained temp staff to book customer meetings.

Examples: Key Strategy and new business initiatives, people management achievement:

■ **Business Development from zero**

- Japan's major industries are automobiles, IT electronics, and pharmaceuticals. Therefore, we started new business development with Toyota Motor Corporation for cars, Fujitsu for IT electronics, and Takeda Pharmaceutical for pharmaceuticals. Starting from scratch, I opened doors by making cold calls to the company's main phone number. After trials, I was connected to the person in charge from the main phone number and through communication and dinner, I developed relationship with executives who are decision makers. Although it took time and effort, by winning a contract with the #1 company in each industry, I was able to show successful case studies to the companies ranked second onwards. The success cascaded to the rest of the industry. As a result, I won business with Mazda, Yamaha Motor, and Honda Motor Co., Ltd. for automobiles, Sharp, NEC, and Hitachi for IT electronics, and Daiichi Sankyo, Terumo, and Omron for pharmaceuticals.

■ **Solid relationship Building**

- Created business justification for accompanying the potential clients, at their PR activities overseas, eg, (New Car launch at Global Motor Show, Animation Events, etc.) Maximizing Getty Images' function as a news organization, we facilitated shoots as global PR activities. Such activities led to corporate relationship building and sales.

■ **Usage of Contents marketing**

- I coordinated with Marketing team to produce new contents for us to use. Under my supervision the regional marketing creates material such as: Case studies of product showing Sales with industry No. 1 (PDF, website, video, e-mail), Materials describing the functions and benefits of each product (PDF), Customer voice (anecdote) materials (PDF), Approver (department manager, We create materials (PDF, WEB) for the president), calendars and goods, PR (public relations) and product articles (see attachment) almost every month and share them with the sales team. It is important to constantly create and implement as customer needs and touch points change daily.

■ **Events**

- During and after the coronavirus, my sales style has changed dramatically, with many of the customers now working remotely, resulting in fewer sales touchpoints. In the past, I would have visited customers and made proposals, but since I was unable to contact the person in charge via the main phone line and had to use email and online meetings, I decided to hold small/big round table meetings to better understand the customer's issues. Periodically I invited existing and new customers to the networking events in the form of workshops. By having customers discuss their own issues rather than the entire product, I was able to hear their needs and allow existing customers to convey merits of our products to new customers. Each event brings in many orders.

■ **New tools**

- For the past two years, Japan corporate team and I have used external consultants, past employees, LinkedIn and Salesforce. However, those only did not generate as expected. This year we are using a system called Keyman Letter. I am responsible for the budgeting, its contents, and management.

- Since last year, we have held SEA&JP sales meetings every other week with Hong Kong and Singapore sales managers. We carry out Recognition regardless of whether it is Sales or Non-sales. By praising and recognizing each other, we understand and praise our work. Although we belong to different countries and teams, such awareness of being a member of the same APAC sales team has increased our motivation.

■ **Communication**

- I led and implemented the Predictive Index as a tool to strengthen team communication. While Strength Finder has been famous, we now use a Predictive Index to support our communication. Each person conducted a Predictive Index and shared strengths and weaknesses. For us, it has shown highly effective in raising team awareness and eliminating communication friction among different cultures.

■ **Management of underperformer**

- When I was managing a team in Thailand, there was a sales representative who I hired, but after one year of joining the company, he still had not achieved his targets. Whereas the usual solution would be PIP, I analysed him and proposed an opportunity to know and hear top management might be better. I set him to meet the APAC sales VP, who was my boss. By having the conversation with the APAC VP his performance improved, and now he is one of the best in my team.

■ **Role in APAC management meeting**

- In addition to the Quarterly Business Review (we break down targets created by BI and present what activities and products to sell.), every December or January, I work on the upstream process to explain the overall Sales plans to the APAC Global Leadership Team. Through this, APAC management better understands the Japan-specific status, and for all of the Japan Sales team, it reemphasizes our mission, position, and actions at each staff level.