

Professional Summary

Results-driven Business Development Executive with 12+ years of experience in driving growth through strategic partnerships, data-driven insights, and innovative marketing strategies. Proven track record of success in sports, entertainment, and digital industries, with expertise in business strategy, analytics, and team leadership.

Professional Experience

Head of Business Development (BD10)

Inazuma.co | January 2020 - Present

Director of Business Strategy

Pinnacle Sports Management | June 2018 - December 2019

Key Achievements:

- Increased revenue by 25% through strategic partnerships with major brands
- Developed and implemented a data analytics platform to enhance business insights

Responsibilities:

- Led business strategy development and implementation
- Managed a team of business analysts and coordinators
- Collaborated with the marketing team to launch successful campaigns

Senior Consultant - Sports & Entertainment

Deloitte Consulting | January 2015 - May 2018

Key Achievements:

- Conducted market research and analysis for a major sports league, informing a \$100M expansion strategy
- Improved operational efficiency by 30% for a client in the entertainment industry

Responsibilities:

- Managed client relationships and project delivery
- Conducted industry research and analysis
- Developed and presented strategic recommendations to clients

Business Development Manager

DigitalWave Media | August 2012 - December 2014

Key Achievements:

- Grew digital media sales by 50% through targeted marketing campaigns
- Established partnerships with key industry players

Responsibilities:

- Developed and executed business development strategies
- Managed sales teams and client relationships
- Collaborated with the marketing team to launch new products

Education

Master of Business Administration (MBA)

Harvard Business School

Relevant Coursework:

- Strategic Management
- Marketing Strategy
- Financial Management

Technical Skills

Business & Strategy:

- Marketing Strategy
- Business Development
- Business Strategy
- Strategic Planning
- Competitive Analysis

Analytics & Data:

- Business Analytics
- Data Analysis
- Market Research
- Forecasting
- Valuation

Digital & Media:

- Digital Marketing
- Social Media Marketing

- Digital Media
- CRM

Software & Tools:

- Microsoft Excel
- Process Consulting
- Industry Research

Sales & Management:

- Sales
- Account Management
- Sales Management
- Ticket Sales
- Brand Management