

Professional Summary

Results-driven Managing Director with 15+ years of experience in the Food & Beverages industry, driving business growth through innovative marketing strategies and successful new business development initiatives. Proven track record of leadership, with expertise in navigating complex market landscapes and fostering high-performing teams.

Professional Experience

Managing Director (FB12)

Inazuma.co | January 2020 - Present

Director of Business Development

Tastebud Inc. | June 2015 - December 2019

Key Achievements:

- Spearheaded the launch of a new product line, resulting in a 30% increase in annual sales.
- Developed and executed a strategic partnership with a leading food distributor, expanding market reach by 25%.

Responsibilities:

- Led cross-functional teams in market research, product development, and launch strategies.
- Managed a portfolio of key client relationships, ensuring high satisfaction and retention rates.

Senior Marketing Manager

FreshFusion Ltd. | March 2010 - May 2015

Key Achievements:

- Conceptualized and executed a rebranding campaign, leading to a 40% increase in brand recognition.
- Developed and implemented a digital marketing strategy, boosting online engagement by 500%.

Responsibilities:

- Directed the creation of marketing materials and campaigns across various media channels.
- Collaborated with the sales team to align marketing efforts with sales objectives.

Marketing Coordinator

Savor Delights | August 2007 - February 2010

Key Achievements:

- Assisted in the planning and execution of a successful product launch event, attracting over 500 attendees.
- Contributed to the development of a social media presence, growing followers by 200% in 6 months.

Responsibilities:

- Supported the marketing team in campaign execution and event planning.
- Maintained and updated marketing databases and reports.

Education

Master of Business Administration (MBA)

Harvard Business School | June 2007

Technical Skills

Marketing & Business Development:

- Marketing Strategy
- Business Development
- New Business Development
- Market Research
- Product Launch Planning

Digital & IT:

- Digital Marketing
- Social Media Management
- CRM Software (Salesforce)
- Data Analysis (Google Analytics)

Leadership & Management:

- Team Leadership
- Cross-Functional Team Management
- Client Relationship Management
- Strategic Planning