

## 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