**Mark R. Naito**

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**Marketing Professional**

Accomplished Marketing & Competitive Intelligence Analyst with 10+ years of experience conceptualizing, developing, and implementing innovative marketing solutions that drove profitability, increased market share, and expanded enterprise. Skilled Product Management Strategist who leveraged analytical acumen and sharp market sense to identify and capitalize on new opportunities and emerging trends.

Product Marketing ▪ Competitive Intelligence ▪ Sales Management ▪ Customer Relations ▪ Strategic Planning Pipeline Management ▪ Competitive Analysis ▪ Market Data Analysis ▪ Revenue-Generation ▪ Staff Training & Development

**PROFESSIONAL EXPERIENCE**

*Neopost, USA* – Milford, CT 1998 to 2014

*Provider of technologically advanced solutions for mailing, folding/inserting, and addressing as well as logistics management and traceability.*

**Product Marketing Manager** (5 years)

Spearheaded marketing activities to formulate strategic plans and implement new programs that drove profitability and increased annual amount of units placed. Identified new opportunities to diversify business lines and add value to existing products. Drove new product development efforts in collaboration with parent office by distributing and analyzing survey and focus group data. Drafted comprehensive ROI reports on new potential products to inform key-decision making processes regarding adoption of existing business lines. Gathered, evaluated, and communicated competitive data to field sales personnel to align sales strategies with changing market conditions and competitor actions. Oversaw product distribution through channels and OEM partnerships in addition to liaising with vendors to maintain productive business relationships.

* Maximized revenue 700% by revamping negative brand perception and driving successful launch of new product.
* Generated 225% overall sales increase by devising, developing, and implementing sales program that increased focus on product line as well as innovating new, diverse marketing plan.
* Award of Excellence – for exceptional contributions and commitment to US marketing
* Unified brand experience across multiple company branches to forge singular, cohesive, and recognizable identity.
* Drove competitive acquisition increases by developing and launching effective lead generation program.

**Assistant Sales Manager & Sales Representative** (10 years)

Rapidly promoted across a series of increasingly responsible leadership positions to drive sales and product marketing activities throughout designated territory. Developed promotional programs, training sessions, and marketing packages to support sales team, enhance performance, and increase revenue. Cultivated pipeline from the ground up, transforming it into lucrative lead-generating resource. Formulated strategic large and national accounts.

* Consistent top-performer, achieving as much as 125% over quota by aggressively pursuing and winning new business and increased sales in collaboration with non-industry partners. 20% year-over-year increase in 2013
* Received award for highest annual sales for entire history of field office
* Elected Activities Chairman for the Greater Portland Postal Customer Council

**EDUCATION**

B.A., Business Administration w/ Marketing focus – Albertson College of Idaho – Caldwell, ID

**PROFESSIONAL DEVELOPMENT**

Strategic Selling ▪ Marketing Trends ▪ Xerox Sales Training ▪ Key Behaviors Training (AACCKT) ▪ Spin Selling