

# Akira Sato

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A senior business owner with 10+ years of experience specializing in entrepreneurship, venture capital investors, new business development, and talent acquisition, A proven track record of building and developing multi-million-dollar businesses within the technology industry. A strong history of defining business strategies and driving innovation to disrupt stagnate markets,

## Key Skills

- ◆ New Business Development
- ◆ Entrepreneurship
- ◆ Strategy Development
- ◆ Investor Relations
- ◆ Cross-functional Leadership

## Professional Experience

### Business Owner

Bay Area Software Partners Inc., San Francisco, CA | September 2011 - Present

- ◆ Build, manage, and develop a startup technology company delivering innovative SaaS solutions to enterprise businesses, which includes securing over \$1.5M from angel investors and providing presentations on the product and overarching business model
- ◆ Secure new business with multinational enterprise customers and attend meetings with C-level executives, resulting in over \$15M in gross annual revenue for 2020
- ◆ Identify opportunities to improve gross margins by 10% through selecting ideal vendors and negotiating optimal pricing
- ◆ Manage, hire, and build a team of marketing professionals, software developers, and sales executives to develop and deploy SaaS solutions for client accounts
- ◆ Create financial presentations on business performance for annual shareholder meetings and define overarching business strategy
- ◆ Define marketing strategy to secure new business and drive brand awareness

## Education

### Master of Business Administration (M.A.)

University of San Francisco, San Francisco, CA May 2011 - May 2013

### Bachelor of Business Administration (B.B.A.)

University of San Francisco, San Francisco, CA September 2007 - May 2011