

Keisuke FUKUHARA

Gender: Male
Date of Birth: July 10, 1997
Nationality: Japan

EDUCATION

Waseda University in Tokyo, Japan

- **Dates of Attendance:** 04/01/2016 – 03/15/2020
- **Website:** <https://www.waseda.jp/top/en/>
- **Degree:** Bachelor of Arts in International Liberal Studies

Boston University in Boston, MA

- **Dates of Attendance:** 09/01/2017 – 05/09/2018
- **Website:** <https://www.bu.edu/>
- **Course:** Study Abroad Program

PROFESSIONAL EXPERIENCE

Keyence Corporation (“Keyence”) in Tochigi, Japan

Sales Representative of Sensor Division (April 2020 – Present)

Corporate Overview

Keyence is a world leading manufacturer of factory automation equipment and systems including sensors, measuring instruments, microscopes, handheld computers, marking and printing equipment. Headquartered in Osaka, Japan, the company operates branch offices throughout Japan and over 40 countries worldwide.

Key Responsibilities

- Sales and Marketing
 - Conduct market research and analysis to identify trends, customer needs, and new sales opportunities.
 - Develop sales and marketing strategies for each major client.
 - Implement developed strategies into sales plans and marketing activities.
 - Plan and organize monthly meetings at the branch office to communicate sales plans and progress with other sales representatives.
 - Exchange information with sales representatives at other branch offices on products and market trends.
- Customer Account Management
 - Maintain regular communication with clients to exchange information and gather feedback.
 - Visit clients to observe their operations and identify their needs.
 - Assess client needs and propose suitable product recommendations.
 - Prepare marketing materials and proposals.
 - Provide detailed consultations and product demonstrations.
 - Respond to clients’ inquiries and offer solutions.
 - Prepare reports on communications with clients for further strategy planning and data collection.

- Junior Employee Training
 - Train junior staff on Keyence's products, business operations, and sales strategies.
 - Transfer technical knowledge and sales skills.
 - Review junior employees' reports and advise on both reporting methods and contents, including client communications and market analyses.
 - Provide ongoing guidance and mentorship.

Products and Client Accounts

- Process Sensors: flow sensors/flow meters, pressure sensors, level sensors, etc.
- Industries: automobile, heavy machinery, semiconductors, food, pharmaceuticals, etc.

Award

- 1st place of new product sales (2023 first half)
- 3rd place of all sales representatives in the Sensor Division (2021 second half)