

# Daiji Fukuda

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## CAREER OVERVIEW

- Highly motivated individual with a proven track record of driving sales and exceeding targets
- Dynamic team leader who successfully built and managed high-performing teams to achieve ambitious goals
- Expertise in sales management and operation, ensuring successful execution from initiation to completion
- Exceptional ability to understand customer desires and deliver solutions that meet and exceed their expectations
- Skilled in strategically engaging C-level executives, establishing strong relationships, and driving business growth from the ground up

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## CORE SKILLS

- **New Business Development:** Proven ability to identify and capitalize on new business opportunities, driving revenue growth and expanding market presence
- **MEDDIC Opportunity Management:** Expertise in applying the MEDDIC sales methodology to manage complex sales opportunities, qualifying leads, and driving successful deal closures
- **Organizational Leadership:** Proficient in setting strategic direction, aligning resources, and driving organizational goals to achieve long-term success
- **People Management:** Experienced in leading and motivating teams to achieve exceptional results, fostering a collaborative and high-performance work environment
- **Recruiting:** Demonstrated talent in identifying and attracting top-tier professionals, building high-performing teams, and nurturing a culture of excellence
- **Process Improvement:** Skilled in analyzing existing processes, identifying areas for improvement, and implementing effective strategies to enhance operational efficiency and productivity

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## 5 Year Sales Performance Chart (\*USD)

Year	Target Rev(*)	Achievement(*)	Attainment	YoY Growth	Key Customer Win
FY22	13.1M	17.8M	136%	142%	Sony, Rakuten, CyberAgent
FY21	11.2M	12.5M	112%	223%	Mercari, NTT docomo, DeNA
FY20	24.5M	29.7M	121%	125%	MUFG, Nomura
FY19	19.5M	23.8M	122%	129%	SMBC, Daiwa
FY18	14.5M	18.5M	128%	154%	Mizuho, AEON Financial

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## WORK EXPERIENCE

May 2023 – Present **Oracle**

**Senior Director – Head of MySQL Cloud Japan, Global Business Unit**

- Country Leader for Japan business. Accountability for all Sales and Marketing
- Leading organization of 8 teams and 27 members
  - Sales (1 Director and 10 AEs), Sales Engineer (1 Director and 5 SEs), Partner Sales (3), SDR (1), Marketing (2), Support (4), etc.
- Reporting to VP Sales and working closely with Executives (CCA, CPO, CMO, SVP Sales, etc.)

- Transformation from a traditional MySQL software (on-premise) driven business model to a cloud business
- Collaborating with multiple business leaders to develop and execute a comprehensive Go-To-Market strategy aligned with revenue goals
- Establishing strong relationships with customers, prospects, and particularly C-level executives to generate new business opportunities and drive customer acquisition in the emerging MySQL cloud market
- Building a partner ecosystem through acquiring new partners and facilitating the transition of existing partners into the cloud business
- Leading and supporting the sales activities of AEs, fostering a high-performance sales team to achieve business objectives
- Implementing and maintaining operational processes, including quarterly business reviews for pipeline generation and deal closures in the territory, weekly forecast meetings for deal and pipeline reviews, and one-on-one sessions to address member requests and enhance motivation
- Sales Style: High-Touch Direct Sales (Work directly with end-users and collaborate with partners)
- End Users: ISV (Independent Software Vendor), Media and Entertainment, eCommerce, etc.
- Partners: NEC, Fujitsu, NTT Data, NRI, NSSOL, SCSK, CTC, DIS, etc.
- Product: MySQL Database Service, MySQL HeatWave (One Database for OLTP, OLAP, ML and Lakehouse), etc.

#### Sep 2021 – May 2023 **Fastly**

##### **Country Manager**

- Country Leader for Japan subsidiaries. Accountability for all Sales and Marketing
- Leading organization of 10 teams and 42 members (Increased from 30 to 42 members in a year)
  - Sales (1 Director and 3 AEs), Sales Engineer (2), Partner Sales (1 Director and 1 Sales), SDR (1), Marketing (2), Account Management (1), Customer Engineer (3), Support (1 Sr. Manager and 5 staff), Deal Desk (1), Infrastructure Engineers and Security Architects, etc. (20)
- Reporting to SVP Sales and working closely with Executives (CEO, CPO, CSO, CTO, CMO, etc.)
- Designed and implemented staff realignment initiative and developed a highly motivated team utilizing extensive coaching and counselling
- Increased revenue by 42% YoY in 2022 as a result of new strategy for sales and marketing
- Increased Partner business and net profits, exceeding budget targets by approximately 15%
- Won President's award for outstanding sales results, effective human resources management and process excellence
- Sales Style: High-Touch Direct Sales (Work directly with end-users and collaborate with partners)
- End Users: Financial Services, Media and Entertainment, High Tech(SaaS), eCommerce, etc.
- Partners: Google, Amazon Web Services, Softbank, IDC Frontier, Fujitsu Cloud Technologies, etc.
- Product: Fastly's Edge Cloud Platform; Network Services (Content Delivery, Video Streaming, Load balancing, Image Optimization, TLS encryption, Origin Connect), Security (Next-Gen WAF, Web app and API protection, Bot protection, DDoS mitigation), Compute (Compute@Edge)

#### June 2018 – Aug 2021 **Akamai Technologies**

##### **Sales Director – Industry Sales Group**

- Lead 6 reps to execute sales plan, farming (up sell, cross-sell) in an existing account base and new customer acquisition (New Logo)
- Approached CXO strategically to develop a CXO Engagement
- Overseeing the customer proposal process and ensuring that all customer requirements are addressed
- Sales Style: 100% High-Touch Direct Sales (Work directly with end-users but utilize partners for fulfilment)
- End Users: Strategic Accounts in Financial Services; Mitsubishi UFJ Financial Group, Sumitomo Mitsui Banking Corporation, Mizuho Bank, Nomura Securities, Daiwa Securities, Tokyo Stock Exchange, etc.
- Partners: CTC, Fujitsu, Hitachi, NTT Data, LAC, Broadmedia, NTT Communications, Softbank, KDDI, etc.
- Product: Akamai's Intelligent Edge Platform; Cloud and Enterprise Security including Kona Site Defender (Cloud WAF), Bot Manager, EAA (Enterprise Application Access), ETP (Enterprise Protector), Web and Mobile Performance, Media Delivery, DevOps, Professional Services (Delivery, Support)

Aug 2017 – May 2018 **Amazon Web Services**

**Senior Sales Manager - Strategic Account Group**

- Lead 4 reps, developed relationship, made proposals, closed the deals, managed projects, delivered, and cared of clients
- Collaborated with marketing team, inside sales and pre-sales engineer to build pipelines
- Sales Style: 100% Direct Sale
- End Users: Strategic Accounts in Financial Services; Mitsubishi UFJ Financial Group, Nomura Securities Group, etc
- Product: Amazon Web Services' Cloud Service Offerings (mainly EC2, S3 Edge Computing Services – CloudFront, AWS Shield Security WAF)
- Results: Year: Target: Achievement: Attainment:  
FY18 Q1 4.08M 5.1M 125%  
FY17 Q4 1.65M 1.9M 115%

Apr 1999 – July 2017 **IBM**

**July 2012 – July 2017 Senior Sales Manager - Digital Sales Group**

- 2nd Line Manager; Managed 3 teams, 3 sales managers and 15 reps
- Approached white space in-all industry with focused solutions; Cloud, Analytics and Security
- Contributed to profit by ensuring stable sales by closely tied up with marketing, continuing campaign planning, implementation, and feedback
- Increased significantly sales per employee by focusing on training of inexperienced people

**Oct 2009 – June 2012 Senior Sales Manager - Financial Services Industry Group**

- Lead 5 reps and in charge of Nomura Securities Group and other Securities
- Received President Award in 2011.1. Recognition by concluding a new large-scale outsourcing contract at one financial institution (total contract amount of 120M USD)

**Apr 2006 – Sep 2009 Sales Manager - Utility Industry Group**

- Lead 3 reps and in charge of electric power company and gas company

**Apr 1999 – Mar 2006 Client Sales Lead - Telecom Industry Group**

- Lead 2 reps and in charge of major telecommunication companies

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**AWARDS**

June 2022	President Award
Jan 2017	The Eminence and Excellence Award
Nov 2016	The Best Practice Award
Apr 2016	Digital Excellence Award
Nov 2015	The Best Practice Award
Apr 2015	Global Digital Sales Leadership Award
Jan 2015	GM Award
Dec 2014	The Best Practice Award
Jan 2011	President Award

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**EDUCATION**

Kansai University - Osaka Japan  
Economics Mar 1999

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**LANGUAGE**

Japanese: Native  
English: Advanced