

Daisuke Yokokawa

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QUALIFICATION

Marketing executive with 17+ years of experience in Consumer & Business Marketing across Brand, Growth and Product Marketing. Strong strategic thinking, analytical skills and marketing communication. Leadership experience in managing the entire customer lifecycle from building brand awareness to acquisitions to retention. Successfully led global, regional and country marketing teams/projects. Strong leadership, team management and cross-functional collaboration in diverse cultures including track record of successfully leading geographically distributed teams, and building high performing teams

Industry: Internet, Advertising, e-commerce, FMCG, Consulting

Market knowledge : Global, APAC (with strength in SEA & JP), US, Emerging Markets

Working experience: Tokyo, Japan, Silicon Valley, California and Singapore

AREA OF EXPERTISE

- Marketing: Growth Marketing, Brand Marketing, Product Marketing, Content Marketing, Digital Marketing, Direct Marketing, Partner Marketing, Event marketing, Thought leadership marketing, Customer Acquisition, Loyalty Marketing, Insights
- Marketing Technology : CRM, Marketing Automation, Lead generation, Lead Scoring
- Strategy/ Business development: Strategic Planning, Marketing Strategy, Go-to-market strategy, Business development, Partnership, P/L analysis,
- Interpersonal skills: Strong team leadership and management, Coaching, Senior Stakeholder management, Cross-functional and cross-regional collaboration

EXPERIENCE

I started my career as a Brand/Consumer marketer in FMCG and then became a consultant specialized in consumer practice. Then I joined the tech industry starting from E-commerce marketplace covering both B2B and B2C aspects of business. Then I transitioned to educate and support consumer marketers from small to large businesses doing innovative digital marketing for advertising products in Google and Meta Platforms (ex Facebook). And now I am at Coinbase to democratize the financial system.

Coinbase Singapore Pte Ltd (5/2022- present)

Director, Head of Retail Marketing, APAC (5/2022- present)

- Head of Marketing for APAC across all consumer products including Crypto exchange, Crypto wallet and NFT marketplace for retail investors
- Responsibility includes all aspects of marketing (Product Marketing, Brand Marketing, Growth/Performance Marketing)

Meta Platforms Inc (ex Facebook Inc) (1/2018- 5/2022)

Director, Marketing, Southeast Asia & Emerging Markets (1/2018- 5/2022) Singapore

- Head of Marketing for \$X billion Advertising Business consist of Xmil customers for SEA (SG,MY, TH, VN,ID,PH) & Emerging Markets (PK,BD,KH,LK,MM) one of the largest businesses globally
- Joined as Head of Marketing and got promoted to Director with scope expansion on Sep 2021
- Responsible for entire Advertising & Brand Marketing for SEA across all customer segments and marketing channels to manage business growth and business brand.
- Built the marketing team successfully by hiring, onboarding and retaining senior marketers across SEA markets as well as building out marketing programs
- Developed Discovery Commerce narrative from SEA which has become the global brand narrative for the company.
- Developed and launched [SYNC Southeast Asia](#), thought leadership series partnering with Bain & Company to accelerate digital transformation in SEA. Published 7 reports and engaged with X mil business leaders across SEA and elevated Meta Brand
- Digitized all marketing efforts post pandemic. Launched the first virtual [Facebook Summit in SEA](#) engaging with Xmil customers which became the best practice for virtual events globally in the company
- Drove more than half of global KPI on Brand/Small Business Training initiatives and grew the SMB business to Xmil advertisers and \$X billion business and also elevated the company brand in the region
- Consistently receiving above benchmark scores in employee survey results including manager feedback
- Selected as future leaders of the company to participate in exclusive leadership training
- Selected twice as one of the few managers globally to star in manager training videos

Interim Head of Marketing, Regional Audience Marketing (4/2020-6/2020) Singapore

- Responsible for APAC regional Vertical team, Agencies & Partners, Growth team of Global Business Group (Mid-market clients)

Interim Head of Marketing, Australia & New Zealand (2/2019-4/2019) Sydney/Singapore

- Interim Head of Marketing for \$X billion Advertising Business for Australia and New Zealand

Google Inc. (9/2011 - 12/2017)**Head of Business Marketing, Japan (7/2015 - 12/2017) Tokyo, Japan**

- Head of Marketing for \$X billion Advertising Business in JP, one of the largest businesses globally
- Responsible for driving Customer Acquisitions Revenue through all customer segments and marketing channels, Top customers/partners engagement and B2B brand marketing.
- Successfully grew JP the fastest among Top developed markets globally and also drove 2nd highest Customer Acquisition revenue
- Grew marketing generated revenue by 2X growing at XX% YoY since taking over the role by introducing new innovative marketing programs
- Launched brand building project, Innovation Japan to digitize Japan and trained X mil people and elevated Google brand in Japan, particularly in local areas

Global Product Marketing Manager, Small & Medium Business Marketing (6/2014 - 7/2015) California, USA

- Responsible for Marketing Automation, CRM development, New product launch for High Potential Businesses globally
- Led the global marketing automation, CRM development project and successfully launched across over 20 markets globally
- Led the product marketing and launch marketing of Advertising product for App developers working with various cross functional teams and successfully launched globally over 20 markets
- Launched the High Potential Acquisitions Program in US market and successfully scaled the revenue

Product Marketing Manager, Small & Medium Business Marketing, APAC (9/ 2011- 6/2014) Tokyo, Japan

- Responsible for High Potential Customer Acquisitions and Customer Marketing for the APAC region.
- Led High Potential Customer Acquisitions for APAC region from the launch. Drove the highest revenue globally through this marketing program
- Developed prospect scoring model to identify High potential customers and improved ratio of marketing qualified lead by 10X and scaled it to over 20 markets globally
- Led Customer Marketing for APAC region from the launch and scaled the retention and churn prevention program across 10+ APAC markets covering X mil customers with \$X billion business. Developed personalized mobile campaigns from APAC and scaled globally.

Rakuten Inc. Tokyo, Japan (5/2010 – 9/2011)**Business Strategy Lead, Retail Strategy Group, Business strategy department**

- Led strategy, new service development, customer acquisitions and consumer loyalty program management for 5 major categories (Home electronics, Package media, Food, Cosmetics and Pharmaceutical) for E-commerce marketplace business in Japan
- Elevated the market place to have brand certified retailers and products and accelerated the business growth
- Developed a new business model partnering with major consumer goods companies, whole sale dealers and retailers increased GMV by X%.

Boston Consulting Group, Tokyo, Japan (9/2008 – 5/2010)**Associate**

- Developed Global strategy for major FMCG companies including Corporate Strategy, Consumer Marketing, Cost reduction and P/L analysis
- Developed marketing strategy for Global Luxury Brand including go-to-market strategy.
- Developed BtoB & BtoC marketing strategy for sport organization client

Unilever Japan, Tokyo, Japan (4/2005 - 8/2008)**Marketing Representative for Japan Brand Building (1/2007 – 8/2008)**

- Responsible for Japan local marketing campaign and promotion
- Increased the membership of the brand website by X% and enhanced the brand reputation by implementing new CRM initiatives .

Marketing Representative for North East Asia (NEA) Brand Development (4/2005-12/2006)

- Responsible for Innovation (New product development and launch) and regional marketing campaign development for NEA region (JP, KR, TW)
- Increased market share of NEA by launching new hair care products from Dove hair care products

EDUCATION

Keio University, Tokyo, Japan

Bachelor of Policy management (3/2005)

LANGUAGE

- Japanese - Native
- English - Full Professional Proficiency

PUBLICATION

SYNC Southeast Asia: SYNC Southeast Asia is a thought-leadership series about keeping in tune with the consumers of tomorrow. Through this series, Facebook and Bain & Company take business leaders deeper into the emerging trends and rising opportunities shaping the vibrant region.

How Southeast Asia's Emerging Middle Class is Embracing the Digital World(2019)

Riding the Digital Wave: Southeast Asia's digital consumers in discovery generation(2019)

Southeast Asia digital consumers trends that shape the next normal (2020)

Digital Consumers of Tomorrow, Here Today(2020)

The Age of Social Video: Social Video Emerges as New Hub for Southeast Asia Video Ads (2020)

Discover The New Wave Of Mega Sales Shoppers (2021)

Southeast Asia, the home for digital transformation (2021)

LICENSE & CERTIFICATION

Cryptocurrency and Blockchain: An Introduction to Digital Currencies (The Wharton School & Coursera)

Facebook Certified Digital Marketing Associate (Meta Platforms Inc)