

# Kenji Watanabe

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## PROFESSIONAL SUMMARY

Accomplished Marketing Manager with 27 years of progressive experience in Marketing. Demonstrated expertise in Product Marketing, Go-to-Market, Positioning with a strong track record of driving innovation and delivering measurable business results.

## CORE COMPETENCIES

Product Marketing	Go-to-Market	Positioning
Competitive Analysis	Launch Strategy	

## PROFESSIONAL EXPERIENCE

### Marketing Manager | Walmart

2011 - Present | Melbourne, Australia

- Spearheaded marketing initiatives that delivered 28% improvement in operational efficiency
- Led cross-functional teams of 14 professionals across multiple high-impact projects
- Architected and implemented Product Marketing solutions resulting in \$236K annual cost savings
- Established best practices and mentored 5 team members, improving overall team productivity by 38%

### Marketing Manager | NextGen Technologies

2008 - 2011

- Developed and maintained go-to-market applications serving 49K+ users
- Collaborated with product and design teams to deliver 6 major feature releases
- Optimized system performance resulting in 33% reduction in response time

## EDUCATION

### MBA

Columbia University | 1993

### Bachelor of Science in Digital Marketing

Columbia University | 1991

## CERTIFICATIONS

- Google Ads Certified
- HubSpot Content Marketing
- Facebook Blueprint Certified

## LANGUAGES

English | Arabic