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——— Qualifications ———

I worked for Nikkei Business Publications, Inc. for 22 years, where I experienced advertising marketing and sales in the IT, consumer products, and international field. I stationed in London to develop new business and customers from 2002 to 2004. Then, I was in charge of global marketing and sales manager in *Nikkei Business* magazine and its online. In the IT sector, I developed various online campaigns and events for customers in both sales lead generation and branding.

——— Core Competencies ———

- 1 **Sales skills**
- 2 **Planning and implementing marketing methods**
- 3 **Business development**
- 4 **Sales management**

WORK EXPERIENCE

Bloomberg L.P. July to October 2012

Bloomberg LP., Advertising Sales Manager, *Bloomberg Businessweek* and *Businessweek.com*

Have Managed Japanese customers such as NTT Communications and METI for both titles. Completed advertorials in English for the customers.

Nikkei Business Publications, Inc. April 1990 to June 2012

Nikkei Business Publications, Inc., Deputy Senior Ad Sales Manager, Computer & Network group, April 2010 to June 2012

Provided major IT customers such as Microsoft, EMC, Salesforce, NetApp, Softbank Mobile, and other 20 customers with online, print and events as marketing solutions. And also, I organized several sponsored seminars on various IT themes.

Nikkei National Geographic, Inc. Senior Ad Sales Manager, January to November 2009

Managed two persons and created new revenue stream for *National Geographic Japanese edition*. In the same period, I was responsible for international ad for *Nikkei Business*. The customers were B to C brands such as Rolex, Panerai and Cannon.

Nikkei Business Publications, Inc. , Interbational Marketing Leader and Deputy Senior Ad Manager, *Nikkei Business* and Global marketing manager, January 2005 to November 2009

Managed sales more than 20 global sales partners and advertising revenue from international customers for *Nikkei Business* and *Nikkei Business Online*. Organized more than 30 country ad sections with managing 20 sales reps 3 regional managers and two colleagues in Tokyo. During this period, I made client visits as a representative person of the company for marketing purpose.

Nikkei Business Publications Europe, Ltd. New Business Developement Manager, February 2002 to December 2004

Based in London as solo Japanese among five local people and in charge of new business development. Organized European Biotech ad section(2002), North Europe Biotech ad section(2003), UK biotech ad section(2004) in *Nikkei Biobusiness*, European MBA ad section(2004) in *Nikkei Business Associe*. Developed and brought more than 50 exhibitors from Europe for *BioJapan2004* by organizing country pavilions with foreign governments. I generated 120 million yen in the three years from zero.

Nikkei Business Publications, Inc. , Advertising Marketing and Sales, April 1990 to August 2001

Sold advertising spaces for *Nikkei Communications*, *Nikkei PC* and other IT related titles. In addition to markrting and sales activities, researched internet business(Apr to Sep 1999) and developed a new magazine, *Nikkei Network*(Oct 1999 to March 2000)

EDUCATION

JAIMS, Intercultural Management Program, Hawaii, U.S. September 2001 to January 2002

Waseda University, Japan - BA in Literature, 1990

CERTIFICATION

TOEIC 870 (2004)