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Profile

I started my career as a system engineer where I developed several business systems for more than 10 years. For the next 7 years I worked as a pre-sales engineer at an RDBMS software vendor, achieving sales targets and developing a new small RDB market.

Joining an advertising agency by an interest in marketing and a problems-solving experience in pre-sales, I worked as a CRM consultant where I supported CRM activities for clients in many industries. Have knowledge of analysis and planning, my strength lie in total supporting from CRM software implementation to customer data management.

Professional Skills

- Analysis/planning: opportunity, target, message, location, measurement, optimization.
- CRM software: requirements, selection, implementation, customization, operation.
- Customer data: diagnosis, integration/migration, cleansing/de-dup, campaign, report.
- Pre-sales: organizing problems, presentation, demo, POC, lecturer, team collaboration.
- RDBMS: Oracle/Sybase, logical/physical design, performance tuning, DBconfiguration
- System development: waterfall model from requirements definition to operation test.
- Programming: C, COBOL, stored procedures, triggers, SQL, simple shell.
- Personal information management in line with Privacy Mark regulation.

Experience

- OgilvyOne Japan (2002-2014)
Department: Consulting, Tenure: 11 years, 9 months, Staff: 8
Position: Senior Consultant, Data Services

Major References

- ✓ Direct marketing for tobacco manufacturer (2010/4-2014/8)
 - Business challenge
How to effectively implement attitude change by performing communication that can be converted into purchases in this industry with limited customer contact.
 - Ideas and solutions
Launched a direct membership program with touch point device using mobile phone. Database integration, campaign management, sampling AB test evaluation. Also proposed expansion of opportunities and operational cost reduction through automatic age verification by smart phone, leading to the next campaign.
 - Professional skills and knowledge
Evaluation of CRM software; communication strategy using mobile devices; tobacco industry regulation (IMS); new digital idea of automatic age verification by smart phone.
- ✓ Demand generation of enterprise communication carriers (BtoB) (2005/5-2006/3)
 - Business challenge
How to collect prospected customers with potential needs in enterprise data communication, and how to qualify the prospected customers and extract as highly reliable customers (hot lead customers).
 - Ideas and solutions

Drive to web the prospected customers from multiple touch points then conduct the customer nurturing program. Integrate all customer data to CRM database and deliver the converted hot lead customer to sales division. At that time, create a corporate medical card as a customer single view grouped by corporate and individual.

- Professional skills and knowledge
Concept of qualification logic; implement CRM database and multi-stage data de-duplication of corporate data; ways to use third party corporate credit data; corporate medical card as a customer single view.
- ✓ Verify the business opportunity for golf course management company (2005)
 - Business challenge
Since the company-wide revenue is not expand, the client considered to implement a loyalty program.
Client requested us to conduct the consultation of loyalty program.
 - Ideas and solutions
Counter-propose to verify whether the loyalty program strategy is reasonable. First to collect all golf transaction data nationwide then integrate and maintenance for analysis. Conducted gap analysis to identify business opportunities and made revenue opportunities and investment area clearly.
 - Professional skills and knowledge
Flows to derive business opportunities from the data analysis then connect to planning. The importance of data quality and data preparation.
- ✓ Direct marketing for RTD beverage brand (2002/11-2004/12)
 - Business challenge
The client want to implement appropriate communication that fits every one of consumer, but consumer data for each campaign are scattered and not integrated.
 - Ideas and solutions
Building a common platform to integrate the past campaign member in a single database. Campaign that was conducted separately at multiple agencies was unified, enhancing consistency of communication. Aimed at brand loyalty-building and sales improvement.
 - Professional skills and knowledge
Segmentation and targeting; design of online CRM database; data migration; DB design-operation of large-scale promotion; specific environment of mobile phone e-mail.

Education

Nagoya Electronic Computer Professional School(graduated March 1984 :)

Awards

- Red Champion (Ogilvy) 2 of 400 employees (workflow reformation)
- President Club(twice, Sybase) 2 of 30 SE Department members.(sales achievement)

Qualifications / other Skills

- National Qualification for Advanced IT Engineers, Database Specialists
- Privacy Information Manager (Privacy Mark certificate)
- Lecturer of data scientist analytical skills paid course (sponsored by Nikkei)

(Previous Experience)

- Sybase Japan (1995-2002)
 Department: Sales Engineering, Tenure: 7 years, 1 month, Staff: 10
 Position: Section Manager

Major References

- ✓ Small database business start-up in Japan (1995-2000)
 - Business challenge
 To establish as a new business area to develop the untapped small database market. Targets for direct sales model were small device manufacturers and POS manufacturers, life and non-life insurance agencies and franchise stores, and a field operation business.
 - Ideas and solutions
 In that there are different challenges and needs to be prioritized by industry, summarized common and exhaustive challenges, needs and solutions into seven points.
 Built a sales tool package materialized with presentation and demo system, giving new attention to the client and contributing to the sales force and sales efficiency.
 - Professional skills and knowledge
 Challenges/needs and solutions of small database; sales force improvement by sales tools; cooperative porting work with overseas development team; tuning of existing SQL performance.
- ✓ Proof of Concept(POC) for oil manufacturer (1997)
 - Business challenge
 Needed to evaluate and verify DB in order to find out how well corporate DB was actually progressing in a competitive DB proposed by S'ier. Because the work was managed by several forces in the company, if there was no superiority of clear functionality and performance advantage, it would not be possible to overturn competing DBs.
 - Ideas and solutions
 Completed in just one week, gaining the best possible results for all measurement items. As a result, demonstrated simplicity of DB building and operation and excellent performance, and then succeeded in reversing adoption.
 - Professional skills and knowledge
 POC strategy to win, Importance of POC preparation and follow-up, consulting capability with client.
- ✓ New car navigation service launch of the car manufacturer (1996-1997)
 - Business challenge
 To start up a concierge service for VIP owner to provide map search service while driving in real time. To validate the feasibility of database function and synchronize search performance with real-time operation.
 - Ideas and solutions
 To build a demonstration system that uses real environment data closely, and to prove the service feasibility. Provided careful support for pilot launch.
 - Professional skills and knowledge

Around search algorithm utilized PIANO theory; overview of car navigation systems and mobile phones linkage; conducting co-verification with client; DB performance improvement in SMP environment.

- ✓ Database migration project of railway company (1995-1996)
 - Business challenge
To migrate to Sybase a competing DB in existing system. Project had been stagnant because of lack of migration skill and knowledge.
 - Ideas and solutions
Extracted product differences of competitor DB and Sybase DB, then created a correspondence table from the difference of DB structure and SQL syntax. Promoted to start the stagnant project.
 - Professional skills and knowledge
Grasping features by sorting DB differences; viewpoint of fair evaluation with competitor.
- Image Information Development (1984~1995)
Department: System development, Tenure: 11 years 6 months, Staff: 5-6
Position: Section Manager

Major References

- Banking business system and design, development, test, service-in (FEP, branch)
- Network management system for carrier service industry (billing)
- Manufacturer system on open platform (UNIX, Oracle, SQL, C, ETL etc)
- ✧ Maintain and expand a direct client business by building open systems.
- ✧ Supported start-up of building prototype of network billing system.
- ✧ Developed database maintenance application, improving test efficiency by 30%.