

Yoichi TOMIOKA

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OBJECTIVE

Seeking for an opportunity to spend my time in cross boundary organization where people desire to grow up as a professional, expand my experience to APAC region, based at Singapore or other.
Looking for the position where I can leverage leadership experience including exceptional sales skill which grew the business from scratch.

EXECUTIVE SUMMARY

- ✧ Proven leadership, grow up the start up business from scratch in 3 years, which contribute corporate IPO in 2014.
- ✧ Well understand business communication backed by CPA knowledge.
- ✧ Excellent public speaking, outstanding communication and interpersonal skills.

I see the big picture, prioritizing and making detailed decisions that are consistent with the company's overall strategy. I desire a fast-paced, dynamic environment. I can run with fuzzy requirements, be decisive when appropriate, and are comfortable with smart risk taking. I am an excellent manager with solid leadership skills who can manage several complicated cross functional projects at the same time, understand and address the needs and interests of different stakeholders, and leverage and motivate diverse teams.

MobileIron
Director, Japan



Tokyo, Japan
Jan-2012 to Present

- ✓ Responsible for regional operation including sales, customer support, partner enablement and P&L to contribute for company goal achievement.
- ✓ Upgrade the local organization by aggressive hiring, managing 6 internal member including sales, channel, marketing, engineer and customer advocacy.
- ✓ Established company mission, vision and strategy for Japanese subsidiary.
- ✓ Expanded booking by 512% in 2 years, \$966k in 2012, \$3.588M in 2013, \$4.943M in 2014.
- ✓ Accomplished those numbers with limited resources and expense.
- ✓ Achieved 103% in booking(\$4.943M) v.s. quota(\$4.8M) in FY2014.
- ✓ 12 Public case studies issued including JAL, JR, FujiFilm, Shiseido.
- ✓ Closed Macnica networks and CTC to expand local channel partner.
- ✓ Achieved 199% in booking(\$3.588M) v.s. quota(\$1.8M) in FY2013, received World Wide best performer on FY2013.
- ✓ Established closed relationship with strategic partners including Apple, Google, Microsoft and Cisco.
- ✓ Implemented IT infrastructure including SFA, e-learning/MobileIron University, e-marketing.

Salesforce.com

Senior Account Executive, Field Sales



Tokyo, Japan

Sep-2010 to Dec-2011

Have joined to the central government team, took over 2 world largest accounts, Eco-Point and Japan Post Group. By leveraging my domain knowledge and experience, contributed to close the incremental deals in first 6 months.

After assimilate our cloud service offering, I took new strategic initiative that help Salesforce to go to next stage, \$2Bn revenue size company next 2 years. “Sogo Sho-sha” is new target territory where untapped market for Salesforce. Within 3 months, I have made 30+/month physical call across corporate and company by utilizing inside sales rep. Out of those activities, \$3M solid funnel generated. C-level engagement is also done with key target account including Mitsui & Co, Sumitomo Corporation, ITOCHU, and Marubeni.

- ✓ Closed Eco-Point incremental deal, \$1.3 Million from Ministry of LIT, Dec 2010
- ✓ 160% achievement, FY2010

HCL Technologies Limited

Tokyo Japan

- Manager, Japan region, HCL-Axon APAC
- Manager, Sales and business development, HCL Japan

Jul-2008 to Aug-2010

Dec-2006 to Jun-2008

- Bilingual for both Business and IT; Excellent listening capability for business language spoken by C-Level people backed by CPA knowledge. Interpret their message into IT language, map those subjects to the solution portfolio, make presentation and pack it all as a solution.
- Working as a One Team in diversified circumstance. Collaboration expertise not only language perspective, but also cultural sensitivity.
- ✓ Nissan SOA and Middleware (Microsoft Biztalk) project deal, Apr 2010
 - ✧ Dealer management system transformation project at Nissan, won back deal from other Indian IT firm. New system help Nissan to launch the electronic vehicle “Leaf” in the market on 2009.
- ✓ INOAC SAP Application Maintenance and Optimization deal, \$1.2M+ per annum, Sep 2009
 - ✧ Successfully Managed and delivered SAP support and maintenance optimization 2 year long project over 18 full time engineer team size at the peak, at INOAC, Tier-2 Auto, \$2Bn revenue size company. Thereafter annual spending cut down to the half, double the speed for resolution.
- ✓ Cisco product enhancement project, \$2.7M+ total contract value deal, Jun 2009
 - ✧ Proven experience in R&D service area through Cisco product Localization and Internationalization project. Today Cisco offshore development center became one of the largest at HCL. Customized product help Cisco to accelerate the revenue growth in the globe as well.
- ✓ Konica-Minolta SAP Upgrade deal, \$1.2M+ total contract value, Mar, 2008
- ✓ SAP Upgrade GTM alliance engagement with ZACATII Consulting, Aug 2007



- Regional Manager, North, Government sales
- Account Manager, Government sales

Aug-2004 to Nov-2006
Apr-2001 to Jul-2004

Start up team member in matured company since government sales team newly established on 2001. Responsible for entire sales cycle not only finding new opportunity through channels, but also lead generation by doing cold call, public speech at exhibition, government procurement mechanism study, internal team lead involved multiple stakeholders, and channel partner sales team management.

3 years later since team started, I have reached milestone with \$30M+ deal from one of the central government agency.

- Territory coverage; Nation-wide government entity including Federal and State government agency, Academic institute and laboratory, Hospital and NPO. Educational College and University.
- Domain experts, well understand for entire government business lifecycle starting from fund budgeting, RFI/RFP handling and bid management.
- Co-work with major channel partners like Fujitsu, NEC, Toshiba, Hitachi, OKI, IBM, HP, Softbank, Daiwabo, Otsuka, who are related to government deal.
- Teamwork, win the deal as a team, not alone. Team lead experience across multiple function, 6+ regional account managers, partner alliance manager, product marketing, R&D at headquarter.
- Fundamental technical knowledge to discriminate ourselves against competitors.

- ✓ 160% revenue growth in FY2006, achieved \$8M
- ✓ Japan-Post H.Q. LAN/WAN replace deal win with \$3M+ revenue in FY2005
- ✓ Award; “Ministry of LIT, Strategic-Win Award with FUJITSU”, Cisco Club, 2004
- ✓ “Presentation/Speech competition”, Finalist, Cisco internal event, 2004
- ✓ Article; “IT Security trend and technology”, Government publish magazine, 2004
- ✓ Case study; “World largest multicast site”, published on the Cisco homepage, 2004
- ✓ “World biggest” multicast deal closed at MLIT with \$30M+ revenue in FY2003

QUALIFICATION

Native in Japanese
Fluent in English

EDUCATION

HOSEI University	Tokyo, Japan
Master of Civil Engineering	2001
Bachelor of Civil Engineering	1999

Professional Development

Leadership training	New Delhi, India
University of Guam satellite school	Tokyo, Japan
US CPA program	2008-2010