AKIRA NAKASATO

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* An MBA holder professional and driven Brand Manager with vast experience of maximizing the development, awareness, sales and profitability of recognizable brands while retaining the core Brand Values in the local market.
* Experience of working in a fast-paced environment and able to quickly understand the mission, vision and values of a brand.
* Possesses a proven ability to work within brands guidelines and create an image that is up to date and right for its audience.

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| Experience | AMWAY JAPAN | Tokyo, Japan |
| Mar. 2014 | Leader, Integrated Planning Group, Communication Department | |
| - July 2014 | * Developed communication strategies / programs for Amway Japan in product launches and new business development initiatives across all media and consumer touchpoints (e.g. print advertising, PR, events, collateral and interactive media, etc.) | |
|  | * Acted as a point person throughout the programs while ensuring the objective is aligned with cross-functional stakeholders. | |
|  | * Increased cost effectiveness through development of creative strategy and external vendor evaluation within the proper costs and plan. | |

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|  | BRITISH AMERICAN TOBACCO JAPAN | Tokyo, Japan |
| Dec. 2011 | Brand / Activation Manager | |
| - Jan. 2014 | * Built short and mid-term brand strategy plans for Kent and KOOL brands in the Japanese market. | |
|  | * Conducted consumer researches to assess market opportunities and validate consumer acceptance/relevancy of new products | |
|  | * Collaborated with Retail and Trade Marketing Teams to ensure promotional activities are optimal for all channels and aligned with sales and distribution objectives.   e.g. attending meetings with retailers, developing necessary materials (i.e. dealer releases) for sales negotiations. | |
|  | * Developed and execute promotions for new product launches including BTL communications, in-store POPs, GWP promotions and consumer engagement activities. | |
|  | * Developed business & people leadership capabilities within the team in order to guarantee a talent pool for business sustainability. | |

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|  | OTSUKA COSMETIC & PLASTIC SURGERY | Tokyo, Japan |
| Jan. 2010 | Marketing & Communication Director | |
| - Nov. 2011 | * Directed all marketing activities including advertising, PR, CRM, collateral and interactive media initiatives. | |
|  | * Worked in partnership with TV stations to develop programs that showcase and commemorate cosmetic surgeries in a widely accepted manner. | |
|  | * Planned and executed Marketing plans to attract and increase inbound Chinese customers. | |

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|  | TIFFANY & CO. | New York, NY |
| July 2003 | Brand Manager, Japan Advertising | |
| - June 2009 | * Developed, executed, and maintained all aspects of Japan marketing activities including advertising, PR, CRM, events, collateral and interactive media initiatives. | |
|  | * Directed local teams and advertising agency (in Tokyo) to ensure branding is aligned with global strategy to attract new demographics. | |
|  | * Managed marketing budget of approximately \1.5 billion in media and production. | |
|  | * Oversaw and analyzed competitive activity reporting and research projects. | |
|  | * Supported Sales and Interactive Media Teams to launch and maintain e-commerce site to meet the Japanese market needs for SEO and SEM. | |

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|  | ESTĒE LAUDER COMPANIES INC. | New York, NY |
| June 2001 | Marketing Manager, Clinique Travel Retailing Worldwide | |
| - June 2003 | * Developed and implemented marketing programs and travel retail exclusive products for Clinique’s duty free distribution channels worldwide. | |
|  | * Developed travel retails exclusive products specifically targeted towards Japanese travelers through analyzing Japanese consumers product preference. | |
|  | * Managed new product launches and coordinated special events at retail. | |
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| June 2000 | Assistant Marketing Manager, International Marketing, Bobbi Brown Cosmetics, Inc. | |
| - May 2001 | * Assisted development and implementation of international marketing programs. | |
|  | * Conducted competitive market and consumer behavior research to further enhance Bobbi Brown’s brand acceptance in Japan. | |
|  | * Managed relationship with 20 affiliates internationally; supported global learning initiatives to increase economies of scale and scope through marketing activities. | |

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|  | ASATSU-DK INC. | Tokyo, Japan |
| Sept. 1994 | Account Executive (1996-1998) | |
| - June 1998 | * Managed all facets of advertising accounts for Cartier Japan and Giorgio Armani Japan. | |
|  | * Conducted market and consumer research on the Japanese luxury goods market and implemented findings to Cartier and Giorgio Armani’s advertising campaigns in Japan. | |
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|  | Assistant Account Executive (1994-1996) | |
|  | * Coordinated accounts including Pepsi Cola Japan, Campbell Soup and Square Soft. | |
|  | * Supported product launch campaigns, campaign format and media planning for Unilever account. | |

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| Education: | **NEW YORK UNIVERSITY** | New York, NY | |
|  | **Leonard N. Stern School of Business** | | |
|  | Master of Business Administration, May 2001 | | |
|  | Emphasis in Marketing/International Business | | |
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|  | **TUFTS UNIVERSITY** | | Medford, MA |
|  | Bachelor of Arts, Asian Studies with Economics Concentration, June 1994 | | |

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| Language Skills: | * Japanese: Native * English: Fluent |