Chiaki Takahashi

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Reasons to apply

* I have 20 years of progressive leadership experience of managing businesses in healthcare including veterinary market for global market leading companies.
* I would like to take initiative by utilizing all my experience to drive local business by bridging HQs and Japan with the strong and productive relations to be able to work cross functionally as one good solid team.

Summary of qualifications

* Strong leadership skills, ability to work in a fast paced and deadline driven environment with excellent interactive and multi-tasking skills to commit budgets and other major responsibilities.
* Strong capability to develop strategic business plans and to develop simple and structured marketing plans.
* Responsible for budget (net sales to EBITA), developing distribution channels, changing organizations to drive business.
* Outstanding track records in national sales in healthcare market by leading business partners, distributors and direct businesses.
* Strong qualification with a mind of entrepreneurial spirit on business start ups and early stages of business or when business direction needs to be changed.
* Strong capability of management up to 30 people while managing plenty of distributors who have more than 500 sales reps each nation widely.
* Variety of experience in business development with hospitals, clinics, veterinary clinics dental offices, doctors associations, laboratories, pharmaceutical companies, medical device distributors, dental materials distributors and orthopedics materials distributors.
* Analyzed market trend, competitors and negotiated through due diligence for acquisitions.

Experience

**Mar. 2012- Molnlycke Healthcare Japan Co. Ltd., ( Healthcare: Surgical and Wound care management – USD 1.5 Billion revenue – HQs : Sweden )**

**Position : Director of Surgical business division**

* Assigned as a surgical business director for a young company to develop and drive operating room related single use product business such as surgical gloves and procedure kit business.
* Reviewed previous business schemes by SWOT analysis and redeveloped a new strategic business plan to compete in the Japanese market which approved by APAC and HQs.
* Changed all marketing, distribution channel and organizational strategies to make the business profitable.
* Prioritized products by competitiveness edge and opportunities and launched new products.
* Developed new strategic distribution channels to drive the business by differentiating from competitors.
* Changed organization drastically by the support of HQs and led the new team of 12 people as not only business director, but marketing and sales director.
* Raised its revenue from USD 6.8M (2011) to 8.4M of net sales target in 2013.
* Report to APAC GM and Directors in HQs.

**Jan. 2006 – June 2011 Stericycle Inc. ( Healthcare : Infection control, Medical waste management, USD 1.2 Billion revenue, listed in NASDAQ – HQs : USA)**

**Position : Country manager, General Manager and Director of Japanese operation**

* Assigned as a country manager in the international division of Stericycle Inc. to start up new business for Japanese market.
* Analyzed the market and developed business strategies to compete in the Japanese market by bridging global experience and global standards into the Japanese market which regulation and business environment were different from other global market.
* Drove a three year business plan which included developing Japanese organization and managing vendors for acquisition.
* Started up Stericycle Japan formation, 100% owned by Stericycle Inc. Established the organization as a holding company and allocated specialists in Sales, Marketing, R&D, Engineering, Finance and HR.
* Developed consultative programs of total risk management by infection control, safety and hygiene in the medical facilities. Offered medical staff training and promoted appropriate consumable medical products to hospitals, doctors’ offices, dental offices, veterinary clinics and other institutions.
* M&A was one of key strategies to develop business in Japan due to regulation. Managed three vendors, 30-40 employees each, who were struggling in the price competition. Seized initiative to lead all new strategies to avoid price competition by promoting value added programs for customers and executed new programs for more than 500 medical facilities through our services. Succeeded to overcome huge deficit by both business increase and improving operation.
* Business size in 2010 was USD 15M.
* Reported to VPs in HQs.

**Jan. 2003 – Dec. 2005 Ottobock Japan Co. Ltd., ( Healthcare : Medical device - Orthopedic business – HQs : Germany, USD 500M )**

**Position : Director of Orthopedic Division**

* Reorganized the business team by integrating three Business Units in the Orthopedic Division and drove 30 members in sales, marketing and R&D.
* Developed clear marketing strategies and clarified individual objectives to increase sales and marketing efficiency as well as to improve brand awareness and reputation in the market. Raised its revenue from USD 8.0M to 15.0M by three years.
* Developed a three year business plan by bridging global strategies and local market business opportunities. Drove business by new products launch, variety of marketing activities and differentiation from competitors.
* Reorganized distribution channels. Improved five existing distribution channels while developing other 50 vendors as direct sales to penetrate market coverage and to maximize sales opportunities. Executed continuous training for distributors to differentiate from competitors and to share best practice with sales bench marks.
* Expanded the number of medical facilities by adding 150 locations for presentations and demonstrations while localizing global marketing programs to meet Japanese demands including technical support.
* Organized marketing campaigns / events at tradeshows and developed website.
* Evolved strategies for new product development to meet Asian market by sharing mutual demands with other directors from Korea and Hong Kong.
* Reported to key directors in HQs and APAC representatives.

**1993 – 2001 Gojo Japan Co., Ltd.**

**(Healthcare – Pharmaceutical: Hand hygiene and infection control – HQs: USA, USD 350M)**

**Position : Director of Sales and Marketing**

* Conducted business start up and achieved its revenue of USD 10M from zero.
* Organized business development team (sales, marketing, R&D) and lead 10 members to manage 20 distributors according to market segmentation, strength and regions to maximize sales opportunities and direct businesses for selected products.
* Developed marketing strategies to compete in the Japanese market by localizing global experience. Developed and launched new products with regulatory application.
* Prioritized to promote values to customers by designing value added programs based on product features and benefits regarding to infection control and safety. Executed educational programs to drive brand awareness in the market.
* Accelerated market penetration and brought out best performance by conducted several distributors who had more than 500 sales people and closed more than 5,000 accounts in a variety of markets such as very large hospitals, doctor’s offices, dental offices, veterinary clinics, laboratories, drug stores and CVSs with more than 20,000 locations as a long life business.
* Started up and managed major national account fast food chains such as McDonald’s who had 3,500 outlets nation-widely as direct business. Developed total hand hygiene management procedures and follow-up programs to improve customers’ hand hygiene practice which enhanced “customers’ loyalty”.

**1988 – 1993 Asahi Corporation (publishing company – USD 55M)**

**Position : Business Development Manager**

* Analyzed customer needs and developed marketing strategies to drive business.
* Developed new business team and started up language training business as B to B for global companies.
* Drove B to C business by developing educational programs and managed a language school with 100 staffs.

**Education : March 2003 - Master of Business Administration, Nihon U.**

**1984 -1988 - Master Course work, Instructional design,**

**S. Illinois U.**

**March 1982- Bachelor of Science in Law, Seikei U.**

Family : Wife : Pharmacist ; Father-and brother-in-law : Veterinarians

Reference : Available upon request