

## GEN SHIMIZU

4-5-4 Shibaura

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## BUSINESS DEVELOPMENT/MARKETING

Over 14 years' experience in business development and marketing. Fluent in English (TOEIC 930). Computer proficient. Proactive, self-starter and enthusiastic.

### EXPERTISE

- **Business Development** - Conceptualizing, identifying market needs, vision statement, planning, proposal writing, presentation, team building and results-oriented implementation.
- **Market Research** - Research design, implementation, surveys, interviews, focus groups, expert opinion, competitive analysis, report writing and presentation.
- **Sales Organization Development** - Successfully built sales networks overseas.
- **International Business** - Skillful in dealing with international and multicultural business issues; worked in the U.S. for 2 years and dealt with Asian distributors.
- **Intercultural Communication** - Excellent communication skills in English and Japanese with in-depth understanding of Japanese business practices and customs. Adept at presentation, negotiation, business writing, contract preparation and translation.

### PROFESSIONAL EXPERIENCE

#### ABC LIMITED, Tokyo

##### 1994 to present

*A ¥7.7 billion manufacturer of in-building material-branding equipment*

##### Assistant General Manager, Overseas Business Operation

2001 to present

##### Manager, Overseas Marketing

2000-2001

- Conduct market research and marketing in Taiwan, Korea and China.
- Plan and develop new product lines for overseas markets.
- Currently negotiating with local distributors and organizing distribution networks in Singapore, Malaysia, Korea and Taiwan.
- Supervise a staff of 4.

### **Assistant Manager, New Business Development, Domestic Marketing**

1995-1999

- Successfully planned and launched a medical waste management business, which now generates annual sales of ¥200 million.
- Designed and implemented creative marketing and sales plans from initial planning, market research, product development through sales promotions.
- Analyzed customers' needs and competitors' market positions and strategies; created vision statement and sales projections.
- Analyzed market opportunities and developed new business for domestic and imported medical and environmental products.