# GEN SHIMIZU

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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 spreparation 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.

# Education

Economic and Marketing, Tokyo XXX University Graduated in March, 2001