

MITSUAKI WATANABE

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HEALTHCARE INDUSTRY EXECUTIVE

SALES & MARKETING ✦ BUSINESS DEVELOPMENT ✦ PARTNERSHIPS & ALLIANCES

Business Development Executive with over X years of experience leading and managing businesses in healthcare and pharmaceutical industries. Successful track record of new business launch, overseas expansion, PMI and business transformation. Consistently able to generate profit and achieve business growth objectives within rapidly changing environments. Effectively managed business divisions exceeding ¥X million in sales and led cross-functional global teams, overseeing more than X employees worldwide.

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|------------------------------|-------------------------|-----------------------------------|
| ◆Strategic Planning | ◆Leadership Development | ◆Efficiency & Quality Improvement |
| ◆Acquisitions & Integrations | ◆Change Management | ◆Project Planning & Execution |
| ◆P&L Management | ◆Process Reengineering | ◆Six Sigma Black Belt |
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PROFESSIONAL EXPERIENCE

Xxxxx Corporation

Mon. 20XX - Mon. 20XX

Senior Director, Business Development

City/State, Country

Held full P&L responsibility for business operation in APAC, overseeing team of X directors/managers across all functions, including HR, Finance, Business Development as well as Sales, Marketing and R&D. Execute strategic and tactical action plans focused on improving financial performance and establishing long-term business growth.

- Led re-launch initiative of Product X business. Developed and executed mid-term business plan. Grew it to business generating ¥X billion per year revenue, at steady X% return on sales (ROS).
- Transformed poor-performing business unit into revenue-generating business through restoring weakened sales partnerships, reaching X% increase in revenues.
- Developed a new business and set up manufacturing operation in Malaysia. Led negotiations of licensing, partnerships and intellectual property joint applications.
- Successfully negotiated exclusive distributorship rights and partnership agreement with Company X, major player in wholesale distribution in Southeast Asia.

X Medical Co.

Mon. 20XX- Mon. 20XX

Sales Manager, Product A Division (¥X million in sales)

City/State, Country

- Developed and implemented business strategy, achieving sales increase from ¥X billion to ¥X billion.
- Signed strategic marketing alliance with a leading partner in Japan market. Maintained a pipeline of new products and executed product launches in a timely manner.
- Managed X MRs and grew sales performance from X% to X% ROS through renewed focus on

pricing, strengthened product gross margins, cost reductions and redefining and closely monitoring progress on key performance indicators. Evangelized need for change and organizational restructure; created new team environment with well-structured training and mentoring programs.

- Overhauled and improved operating systems through applying Lean Six Sigma correcting critical problems and reducing and streamlining expenses; improved productivity and price/margin control yielding ¥X million increase in sales.
- Led post merger integration. Combined operations and oversaw budgeting, business planning, margin control, infrastructure improvement, process reengineering and back-office administration.

Product Manager, Product B Division (¥X million in sales) City/State, Country

- Achieved X% reduction in customer complaints and X% increase in sales through product quality improvement. Set up and led X-member project team. Conducted in-depth research interviewing X doctors and clinical testing at Hospital X.
- Started a nationwide project C with X other members. Trained over X sales representatives. Successfully completed initiative at X medical institutions.
- As core member of Global Strategic Marketing Team consisted of X members worldwide, conducted and reported quarterly research analysis for Japan market.

Xxxxx Associates

Mon. 20XX- Mon. 20XX

Senior Consultant

City/State, Country

- Developed sales & marketing campaigns to promote and brand products for US-based pharmaceutical giant.
- Restructured worldwide sales team comprised of X MRs of a global drug maker with sales exceeding ¥X billion. Evaluated budget, pricing, sales process, performances and operations to drive achievement of sales objectives.
- Planned and conducted a large scale of quantitative consumer research in Japan for European pharmaceutical client to develop launch strategy of first in class drug.

Company X

Mon. 19XX- Mon. 19XX

Assistant Marketing Manager

City/State, Country

- Planned and executed marketing strategy for Australian market. Increased local production achieved reduction in material lead times, improved quality, reliable delivery performance & schedule, competitive pricing and X points up in market share.
- Developed marketing plan for Product D. Achieved ¥X billion sales in 19XX, revising marketing tactics at discount and specialty retailers and streamlining distribution process.

EDUCATION

MBA

X University, X School of Business

Mon. 20XX

City/State, Country

BS in Mechanical Engineering

University of X

Mon. 19XX

City/State, Country