

## Taro Quick

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### OBJECTIVE

A position as a Marketing Manager where my past experience in various marketing business of consumer products and related knowledge and skills would be of values.

### SUMMARY

- Over 14 years professional experience in the marketing of consumer products.
- Skills include: new product development, long range / annual business planning, developing brand/product strategy, budgeting, forecasting, pricing, and Ad / PR / SP planning & execution
- Three years work experience with Ad agency.
- Experiences to deal with mass vehicles, i.e., TV, Radio, Newspaper, and Magazine for both client and agency sides.
- Knowledge and study on M&A process.
- 9 years experience of members management (35 members)

### EXPERIENCE

○○○Japan. Inc

May. 1999 ~ Present

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One of the major companies in the consumer goods and cosmetic industries headquartered in France.

#### Marketing Manager

- Prepared and presented Short/Mid term Global Marketing Plan and conducted 4P mix with sales and other department to maximize the brand equity.
- Developed advertising and promotion plans with Media department and agencies.
- Developed package design to maximize trial purchase.
- Set sales mix targets and budget, in agreement with sales department and management, and managed A&P investments by monthly P/L.
- Initiated the launch of new products for ASEAN countries, Taiwan, Hong kong, South-Korea, and China.
- Participated in the Feasibility Study Project to explore the possibilities of business development in other new countries and proposed to board.
- Coordinated all necessity researches with internal and external researchers to monitored and analyzed 3C situation.

○○○. Co.Ltd

July. 1991 ~ April. 1999

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A multi-national household consumer goods company headquartered in US.

#### Brand Manager

- Managed and developed the brand in order to optimize the brand' s short and long-term volume and profit performance (P/L responsibility).
- Managed/monitored distributor' s sales and inventory by working together with distributor' s managements.
- Worked closely with the wholesalers and retailers in order to implement in-store promotions.
- Developed and executed current business plan in order to achieve the brand' s current fiscal year volume and profit objectives including annual promotion, media, and marketing support plans.
- On-going review of brand progress against annual volume and profit goals, and profit maximization by effective management of brand' s pricing and cost structure.
- Conducted market research and consumer research with the research companies.
- Analyzed market, sales, competitor, and consumer situation.

- Prepared and supported the process when the headquarter tried to acquire local company to expand Japan business
- Prepared Japan business review document by quarterly.
- Initiated new product launch project as a global project manager.

○○○.Inc

April. 1988 ~ March. 1991

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A global Advertising agency

Clients : ○○Japan, ○○Japan

Account Supervisor

- Established and implemented the Brand communication strategy.
- Managed and conducted qualitative / quantitative research.
- Developed / implemented Buzz communication strategy.
- Collaboration with private/stand-alone fashion designers, and Club event.
- Achieved 80% SOM in the premium ○○ market.(1990)
- Participated in new product development.

EDUCATION

919 University, Tokyo (1984—1988)

LANGUAGE SKILL

English: Fluent, both spoken and written.

TOEIC score: 900 (04/2000)

References available upon request.