

CURRICULUM VITAE

Mstr Kas IKEDA



CONTACT DETAILS

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PROFILE

Nationality: Japanese
Residential Status: NZ Permanent Resident
Health: Excellent

Personal Attributes:

- Careful
- Creative
- Detailed but Simple
- Energetic but Relaxed
- Organised / Planned
- Practical
- Unconventional

Interests:

- Karate 2nd Dan (Japan Karatedo Federation)
- Karate 1st Dan (Wado style)
- Judo 1st Dan (Kodokan style)
- Skiing 2nd Kyu (S.A.J.)
- Tennis
- Swimming
- Travelling

QUALIFICATION

- MBA in Business Administration ([Waikato Management School](#))
- Master of Management in Management ([Massey Graduate School of Business](#))
- Postgraduate Diploma in Commerce in Marketing ([Auckland Business School](#))
- BBA in Business Administration ([Senshu University](#))

OTHER QUALIFICATION

- St John Workplace First Aid Certificate
- Full NZ Driver's License

WORK EXPERIENCE

2001 – 2002	Integrow Marketing NZ Ltd.
Position held:	International Marketing Manager
Responsibilities:	Sales & Marketing of NZ produce for export. Key account management (Japanese customers). Relationship building. Damage recovery. Business development (Japanese & other Asian markets). E-Marketing (Company Website design & maintenance, Magazine ads).
Achievements:	(1) For the young, small and limited-resource company, designed a large corporation-like informative and functional company Website. (2) During my first business trip to Japan, had resolved a number of customer claims and complaints (existing accounts) from the previous year businesses and gained a number of product enquiries and sales. Created new Japanese customers (new accounts) and took new orders from them.
1991 - 1996	J. Osawa Co., Ltd.
	http://www.josawa.co.jp/index_nf.html
Section:	Marketing Department
Position held:	Marketing Manager
Responsibilities:	Marketing of prestige Brand products. International business co-ordination between business units, such as Fashion apparel, Lacoste, Golf life, Watch & Jewellery, Electronics, Auto accessory, Import cars and Food stuff Departments and world-famous Branders / Licensers / foreign suppliers. Marketing strategy including positioning, targeting and Brand management, Marketing plans and reports for the meetings with Branders/Licensers for the departmental Directors and GMs.

Achievements: (1) Working closely with Sales Departments and world-famous Branders/Licensers, enhanced their business performance in the Japanese market by product, price, promotion, place and people programs.

Left the company for immigrating to NZ.

1989 - 1991	International Student Advisors of Japan http://www.isa.co.jp/pub/isa/eprofile.htm
Position held:	Marketer
Responsibilities:	Sales & Marketing of educational programs in USA, Canada, UK, AUS and NZ for high school & university students. New product development. Customer service as a local representative in Australia. Staff management. Budgets.
Achievements:	(1) Developed a number of new products (e.g. homestay and farmstay programs in NZ). (2) While staying in Brisbane as a local representative in Australia, energetically visited all homestay areas to take care of the students and recorded “Zero” complaints by the students who homestay in Brisbane, Sydney, Melbourne, Cairns and Perth.

Left the company for job change.

1985 - 1988	Nippon Express Co., Ltd. http://www.nittsu.co.jp/english/e_index.htm
Section:	Tokyo Branch, Fine Arts Department
Position held:	Project Co-ordinator
Responsibilities:	Sales & Marketing of cultural exhibitions. Total project planning with customers/clients. Total project management. Import & Export and insurance-related administration.
Achievements:	(1) Managed the project of “Ancient Japanese Armour Exhibition” held in San Francisco, which resulted in the total sales figure of \$150,000. (2) Managed the project of “Silk Road Exhibition” held in Tokyo, Nagoya, Okayama and Sendai over the 1 year, including the import and export of the ancient Chinese fine arts from China, which resulted in the total sales figure of \$300,000.

Left the company for studying abroad in NZ.

AREAS OF STRENGTH

Industry-related

- Marketing strategy & plans for both products and services experienced
- Brand management experienced
- Customer service experienced
- Project management experienced
- e-Marketing experienced

Marketing discipline (Master's level)

- Service Marketing B+
- Group project: Marketing plan for STA Travel A-
- Research on Brand extension using Air New Zealand A-
- Research on Service quality using STA Travel A-
- Web-based online consumer/customer survey

Management discipline (Master's level)

- Strategic management (Strategic planning) A-
- Change management A-
- Total quality management (Customer satisfaction) A-
- Team building and leadership A-
- Advanced strategic management (Strategic planning) A-
- Advanced management (Corporate governance) B+
- Group project: Strategic audit and plan for Aircon Electrical Ltd. (TQM) B+
- Group project: Strategic plan for Linens & More Ltd. A-
- Research on Corporate diversification using Air New Zealand B

Computer Skills

- Windows (Advanced level)
- Word (Advanced level)
- Excel (Advanced level)
- PowerPoint (Guru level)
- Access (Intermediate level)
- FrontPage (Advanced level)
- Publisher (Intermediate level)
- Outlook (Intermediate level)
- Internet & Email (Advanced level)
- SPSS (Intermediate level)

Competencies

- International business experiences
- Multi-skills:
Language skills (Japanese & English)

Self-management skills (Time management, Planning & Resource allocation)
Research skills (using New media and Online resources)
Analytical skills
Presentation skills
Computer skills

CONTACTS FOR REFERENCES

You may like to ask the following three persons about myself: one academic, one professional and one personal.

Academic

Name: Dr. Robert Howell (Lecturer, Massey University)
Address: 16 Marina View Drive, West Harbour, Auckland
Email: r.howell@martech.co.nz

Professional

Name: Mr. Jason Parshotam (Operations Manager, Premier Business Print)
Address: P.O. Box 25-587, St. Heliers, Auckland
Email: jason_p@xtra.co.nz