

KATSUNOSUKE ENDO

Address :
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SUMMARY OF QUALIFICATIONS

I am a passionate business leader with marketing experience with over 25 years in branding, 360 degree integrated marketing with Omni-channel approach, Digital&CRM and consumer engagement across multiple world-class brands in automobile, fashion and luxury, character content and licensing, home appliance/consumer electronic product, healthcare & wellness. Currently Marketing Director of Ferrari Japan and managing holistic Sales/Marketing communication, branded experience, retail marketing and CRM.

Proven records in contribute to business and P&L. Launched and managed new digital subscription business at Disney with undertaking P&L, marketing and operation as business head. In Gap, responsible to build sales figures generated by Marketing activities and managed daily to quarterly numbers against with aggressive target. Close and collaborative work with other department and field team in strong passion for growth. Currently at Ferrari, Conducting taskforce among dealer network and virtually orchestrated 30-40 people in official dealers to drive sales force in collaboration with tactical marketing actions.

Cultivated leadership skill to lead and empower people by establishing vision and mission, format tangible and common goal as KPI to accomplish stretch goal with deep understanding about brand's core value. An investor in people development to create strong, high performing teams. Passionate promoter of innovation and creativity with growth mindset.

I have been fortunate to prove myself to be a member of leadership team in various excellent companies. Closely work with country manager/GM and other heads of unit, identifying issues, finding solutions and challenge global/head quarter with relentless communications.

My strong leadership skill gives the most joy in working with empowered, collaborative teams who work together to bring the innovative thinking and activation to entice and nurture the best customers, that achieve ambitious business goal in long term.

PROFESSIONAL EXPERIENCE

Ferrari Japan K.K.

August 2016 – Present

Marketing Director

Driving the overall development and implementation of integrated marketing strategies and campaigns for the Japan market that deliver commercial and brand objectives. Engaging customers in experiences that differentiate the brand, build customer loyalty and create further business opportunities. Ensure dealers are maintaining a consistent and controlled contact plan with each lead, prospect and client to develop high customer satisfaction. Virtually oversees dealer network includes sales target and business goal.

Gap Japan K.K.

May 2015 – July 2016

Senior Marketing Director / Head of Gap Marketing & PR

Managed region's marketing strategy and campaign as head of marketing. Close communication and participation to global marketing for development and execution of brand marketing. Run retail business with cross function team as member of Japan leadership team (steering committee) for annual/seasonal P&L.

Marketing Director / Gap Marketing Lead

August 2012 – April 2015

Orchestrated media, branding campaign, PR, VMD, customer engagement, Digital/Social, CRM and

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Online Commerce. Executed a number of successful consumer engagement campaign and marketing programs not only reinigorating the brand but succeeded to grow the revenue.

Senior Marketing Manager

December 2010 – July 2012

Built upon advances in brand's robust loyalty program already made through structured omni channel strategy to increase customer's life time value to contribute to business growth. Launched online commerce store with global marketing team as project lead across various functional teams.

Walt Disney Company (Japan) Ltd.

April 2007 – December 2010

CRM Manager

Planned/launched company-wide loyalty program to optimize and maximize cross LOB marketing initiatives (Parks&Resorts, merchandise, Disney store, Disney studio&software, Disney music, online&mobile business, etc.). Participated to launch company's first MVNO business (Disney Mobile) and succeeded to hit the target goal of No. of subscription by robust CRM program.

Mobile Business Producer

September 2004 – April 2007

Launched and managed mobile based subscription service of ESPN's sport content. Managed P/L, planned and executed marketing promotion, creative direction and operated mobile content for consumers.

WUNDERMAN Dentsu INC.

November 2001 – August 2004

Deputy Director of Interactive Marketing Division

As a CRM marketing consultant / planner, managed business budget of 150M yen for various consumer product companies. Executed successful marketing initiatives and developed web metrics method to evaluate the effectiveness of interactive marketing for the company business.

LYCOS Japan INC.

November 1999 – October 2001

Manager / Web Producer

Managed web service & content, executed many successful interactive promotions for various industries (film distribution, real estate, recruiting firm and travel agency).

VOYAGER Japan INC.

March 1997 – October 1999

Sales and Marketing

Marketing&PR / Sales&Promotion / Online Commerce management / Event&Partnership for CD-ROM software (edutainment)

PIONEER ELECTRONIC CORPORATION

March 1993 – December 1996

Logistics Planner

Coordinated and administrated production and logistics of manufacturing plant in APAC.

EDUCATION and LICENSES

- B.Ec. in Economics, Musashi University, Tokyo 1993
- The Official Business Skill Test in bookkeeping 3rd grade