

Shu Mukai

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NEW BUSINESS AND MARKET DEVELOPMENT

Business Development – Strategic Marketing – Client Relationship Development

A new business development and client relationship development specialist. A successful track record of working as General Manager for ICT Company, consistently over-achieving set targets whilst always managing expectation through consultative business approach. A highly motivated team player, successful in optimizing business and team potentials, whilst achieving goals and dedicated to delivering the highest standards in every sales situations. Highly regards the importance of maintaining sales management integrity and the value of data analysis oriented business intelligence.

AREA OF EXPERTISE

- Real Estate Sales and Business Development
- Business Development / Sales Management / Client Relationship Development
- Team Leadership / Change Management / Staff Recruitment and Training
- Partner Sales Development / Go-to-Market Strategy / Client and Partner Product Training
- PR and Marketing / Sales Event Management / Public Speaking
- Negotiating & Networking / Consultative Solution Selling / C-Level Presentation
- Product Commercialization / P&L Responsibility / Marketing Data Analysis and Reporting

PROFFESIONAL EXPERIENCE

Senior Executive, Residential Sales

Mar 17 -Present

Colliers International (Project Marketing)

Appointed Senior Executive for residential sales since March 2017.

Senior Executive, Residential Sales

Feb 14 – Feb 17

TGC Residential Projects (Project Marketing)

Responsible for sales of TGC Residential Projects products since February 2014. Extensive experience selling residential properties (project marketing) in Sydney suburbs. Achieved over \$90,000,000 sales during 2014 – 2016.

Past projects:

- Alpha, Lewisham
- The Heritage, North Sydney
- The Anchorage, Woolloomooloo
- Ashlar, Surry Hills
- The Ribbon Factory, Petersham
- OASIS, Leichardt
- The Langdon, Winston Hills

Senior Business Development Manager

Jan 11 – Aug 13

GMI – Lightspeed

Responsible for developing direct and indirect sales channel in Australian market and winning profitable new business in-line with company objectives. Delivering wide range of solution selling initiatives, whilst prospecting clients, building partnerships, earning credibility, managing pipeline, negotiating complex business agreement terms and enhancing brand recognition through various sales and marketing activities. GMI/Lightspeed delivers Online Marketing Solutions to major corporations across the globe and services major Marketing Research, Marketing/PR and Media Agencies in Australia.

General Manager, Business Development

Nov 06 – Apr 10

APAC Business Consultant

May 10 - Sep 10

Infotools Australia

Responsible for developing direct and indirect sales channel in APAC market and winning profitable new business in-line with company objectives. Delivering wide range of solution selling initiatives, whilst

prospecting clients, building partnerships, earning credibility, managing pipeline, negotiating complex business agreement terms and enhancing brand recognition through various sales and marketing activities. Reported directly to Directors in New Zealand HQ and to Directors of Australia Office.

- Achieved 17% market revenue growth in the first year (2007).
- Increased clients by 33% in the first year (2007) and averaged 15% increase thereafter.
- Sustained 5%+ average revenue growth year on thereafter (2008 – 2010).
- Achieved highest Quarter 1 revenue in my tenure with 10%+ over revenue target (Q1 2010).
- Won major accounts: Banking, FMCG, Advertising Agencies and Marketing Agencies.
- Client Development of top clients: Toyota, Mazda, Universal McCann, Mindshare, McDonald's.
- Established and generated revenue through partner sales model.
- Established Tokyo Office, April 2010.
- Increased brand recognition through speaking at seminars and events, organizing product demonstration
- Developed software license agreements, service contracts and package price guidelines.
- Implemented Client and Partner Software Training Program.
- Frequent international travel for C-Level presentation.
- Acting team leader for Database Service Project. (Led team of 4-5)
- Sales & Marketing Event Management.
- Maximized Partner revenue by implementing review process of Go-to-Market Strategy.
- Promoted technical self-sufficiency of Partner Companies by implementing appropriate training.
- Managed product delivery process to ensure prompt support for clients and partners.
- Developed packages for Marketing Data Analysis Software and integrated Data Visualization technology
- Developed packages for Ad/Media Agency to conduct media research and data analysis.
- Staff recruitment and training.

Infotools - Profile

Infotools (www.infotools.com) has its global head office in Auckland, NZ with direct operations in New Zealand, Australia, Europe, United States, and Japan. Independent distributors provide support in Singapore, South Africa and South American countries.

This global marketing technology company is a global leader in marketing data analysis software and advanced data visualization technology and solution. Infotools global clients include McDonald's, Coca Cola, BTA, Cadbury, Mindshare. Regional clients include Toyota, Mazda, Universal McCann.

Infotools develop and provide wide range of cutting-edge technologies that can significantly improve marketing data analysis and streamlining business intelligence for decision makers, increasing operational efficiency and reducing information sharing barriers within the organization.

Infotools technology include advanced data analysis softwares, data visualization tools and Online Marketing Programs and offers consultative services for business decision makers, marketers and market researchers.

In October 2010, Infotools Australia changed its name to Potentiate (www.potentiateglobal.com) offering wide range of marketing technology including Infotools products. Potentiate now has office in Tokyo, Japan (pre-launched in April 2010) as the head quarter for Asia operation.

EARLIER CAREER SUMMARY

Business Development Executive

Jun 05 – Jan 06

[Zintel Australia, Sydney](#)

Responsible for developing new business by initially prospecting over the phone and setting up face-to-face appointment for consultative selling of the toll-free telephony and its analysis reporting services. Reported directly to Sales Director and liaised closely with Marketing Director and Head Office in Auckland, NZ.

- Achieved and exceeded monthly KPI measured both on calls made (50+/day) and sales value.
- Authorized to operate autonomously for networking and face-to-face meetings.
- Notable account won: All Phones, a industry competitor.
- Designated for prospecting Japanese company based in Sydney.

Product Manager, Direct Marketing

Apr 04 – Mar 05

[IMP Australia, Sydney](#)

Responsible for conceptualizing and running Direct Marketing Campaign for a product called Wildlife Collections. Responsibilities included copy writing and optimization of direct marketing campaign. Experience gained in all aspects of managing Direct Marketing Campaign. Reported directly to CEO and Marketing Director, APAC.

- Designed and copy wrote highest response rate for new concept direct mail in January 2005.
- International travel to explore new catalogue sales and online sales distributor for insertion tie-up.

- Campaign Proposal Writing and Presentation.
- Direct Mail Campaign ROI Management.
- Creative Conceptualization.
- DM Copy Writing.
- Online Customer Payment Portal Management.

Senior Sales Consultant

May 03 – Mar 04

Optus Business Direct, Sydney

Responsible for developing new business for Optus Telephony(Mobile, Fixed and Broadband) targeting SME (Small Medium Enterprise) accounts in Sydney CBD.

- **1st place in National Sales Representative Ladder** in February 2004.
- Won largest account (Realtor, 100 users) for the franchise history in January 2004.
- **Top 3 National Sales Representative 2004 Q1** awarded by acknowledgement and prize from Optus HQ.
- Achieved top monthly sales 4 times in Franchise Sales Ladder.
- Acknowledged and awarded Best New Sales Person of the year by the franchise in 2003.

Retail Sales & Marketing Manager

Nov 01– May 03

Telstra Shop North Sydney/Eastgardens

Responsible for effectively managing an supervising store staff, by planning and focusing sales targets and in accordance with standards and regulations set by Telstra. Proactive LAM (Local Area Marketing) initiatives to drive revenue through developing new business accounts.

Reported directly to the franchise director.

- Experience all aspects of successfully operating retail store (sales, marketing, accounting, forecasting, stock control, HR and staff training).
- Instrumental in making the branch profitable to retain the franchise tenure.
- Maximized revenue potential by proactively approaching and winning local SME accounts.
- Recruited and mentored 20+ full time and casual employees.
- Innovative in-store visual merchandising and marketing campaign.
- Achieved highest customer service satisfaction, consistently ensuring high mystery shopping score.
- Weekly store manager's sales target meeting with Telstra National and Regional Sales Manager.

Assistant Marketing Manager/Public Relations

Jul 98 – May 01

SPSS Japan, Business Intelligence Department

Responsible for promoting SPSS Business Intelligence Software by sales promotion events & seminars, trade shows and cross media marketing campaign in accordance with company objectives. Increased brand awareness and drove lead generation campaign collaborating with business intelligence field and inside sales team. Starting as Marketing Executive, rapidly promoted to Assistant Marketing Manager after first 3 months due to the recognition directly from the VP of Business Intelligence and Global Head Office.

Reported directly to VP of the company and liaising with Directors of Sales, SE, Finance and Logistics.

- Sales & Marketing Event and Seminar Management.
- Managed Public Relations.
- Marketing Campaign to maximize sales lead generation.
- Networking with industry journalists and media to increase brand awareness.
- Conceptualize and directing Company Sales Seminars and Trade Shows.
- Successful sales seminar attendance: SPSS Data Mining Conference (1,500+ @ 150% of the target).
- Successful sales seminar attendance: SPSS User Conference (500+ @ 120% of the target).
- Speaker at sales seminars and trade shows.
- Collaboration with Industry Partners (IBM, Compaq) and leading marketing specialists (academics) for joint sales events and business opportunities.
- Managed team of 4 marketing executives and assistants.
- Assisted telesales team for inside sales approach.
- Marketing staff recruitment and development.
- Creative directions and chief copy writer for direct marketing campaign and online marketing initiatives
- Creative directions liaising with Advertising/Event Agencies for seminars, trade shows and paper media advertising.
- Managed marketing budget of 100 Million JPY per year.

EDUCATION

Bachelor's Degree Marketing/Business Management, Keio University, Japan
Diploma, Vancouver College, Vancouver, Canada

1992 - 1997
1989 - 1991

PERSONAL

Interests: Play golf, play football, play guitar
License: Full Driver License (NSW)

Language: English and Japanese
Status: Married

REFERENCES

Henry Cheang: Infotools, Director (Mobile) 0414 223 833 (Email) henry@infotools.com.au

John Ruane: Telstra, Solution Consultant (Mobile) 0457 037 018 (Email) john.ruane@team.telstra.com.au

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