

BRIAN D. HOSHI

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PROFESSIONAL SUMMARY

- Proven technical sales executive with 10+ years of experience in the creative markets
- Strong public speaking and knowledge of creative workflows, design, UX/UI, and content management
- As a full-stack designer, bridging gaps between UX and visual design with coherence
- Extensive involvement in all levels of relationship building, marketing, and program development

EXPERIENCE

2014 to Present

Wacom Technology

San Francisco, CA, U.S.A.

Contractor - Enterprise Sales Manager

Managed key and target accounts by way of Wacom's sales process from business development, prospecting, and customer requirements through to warm hand off to reseller and post-sales support. Acted as a representative of Wacom; gave presentations to client groups at industry and trade events. Evangelized and communicated the value of the Cintiq, Intuos Pro and mobile product portfolio to the highest levels of the creative pro segment with a focus on the game development, CG, industrial design and higher education markets. Provided an accurate weekly and quarterly forecast of business. Effectively worked with channel partners in order to understand their business, creatively adopt programs to drive new revenue, and expand business partner relationships. Provided regular customer feedback to the sales organization, product management and product marketing teams to help identify product strengths and areas of improvement. Served as main point of contact for assigned accounts, partnering with internal and external resources to achieve sales objectives. Proactively generated new business billings by developing leads and creatively expanding selected accounts billings. Acted as a trusted adviser for customers and identified both win/win situations. Helped customers and the company develop successful reference stories.

2007 to 2014

ENSO TEA

Cerritos, CA, U.S.A.

Co-Founder

Managed the day-to-day operations of online business and sales channel. Designed and developed corporate identity, branding and packaging.

Optimized CPC, PLA and organic search campaigns for AdWords, Bing and Yahoo. Managed marketplace listings for various social shopping platforms. Managed Twitter, Facebook and Pinterest marketing campaigns. Designed and developed ecommerce website including shopping cart, security and payment gateway integration. Protected business by filing 2 trademarks with the USPTO. Drafted, edited and submitted press releases to news wires and other media outlets. Created and planned a go-to-market strategy for a new CPG revenue stream out of an existing wholesale product line. Set up relationship with Amazon to sell and fulfill consumer products. Automated and streamlined shipping logistics, material procurement, supply/demand forecasting, accounting and customer service workflows. Continually analyzed and reassessed business processes against key performance indicators and budgets.

2012 to 2013

SECTION STUDIOS

Los Angeles, CA, U.S.A.

Contractor

Developed and oversaw relationship with Playviews, an iOS mobile game developer. Formed partnership between Playviews and Saban Entertainment (IP holder for Power Rangers and Paul Frank franchises) for My Pet Monsters franchise. Assisted clients with pre-production process, art direction, and creative brief development. Co-authored SOWs and asset delivery schedules for Fantasy Wars and My Pet Monsters projects. Negotiated terms and pricing for conceptual art, modeling, rigging, 2D/3D animation and marketing.

2002 to 2007

APPLE

San Diego, CA, U.S.A.

Account Executive - Higher Education

Successfully managed and billed over \$50M in total business across new and existing named accounts in the San Diego territory over the course of 3 years. Built relationships with Chancellors, Provosts, Deans and Director level educators. Regularly presented to senior level decision makers, educators, researchers and committees. Grew Apple market share to double-digit percentages at key accounts and organizations. Actively generated new leads, promptly qualified prospects and closed new customers within key accounts. Led a number of innovative initiatives to attract and introduce new customers to the Apple brand and Macintosh platform. Managed a small team of guerrilla marketing reps. Provided unparalleled customer service in the field. Regularly reported market insights and customer feedback to management and to the sales team. Shared numerous innovative, cost effective and successful sales and marketing strategies for the region and channel.

Mac Genius

Emeryville, CA, U.S.A.

As an Apple certified AppleCare Tier 2.5 agent, provided hardware and software technical support to retail and business-critical customers. Maintained a 2.1 day in-store repair turn around time. Provided extended support and consulting for UNIX, Windows and Xserve customers (considered beyond the scope of retail support). Assisted in the in-store Mac Genius training of the following Apple Stores: Corte Madera, Ginza (Tokyo) and San Francisco. Assisted in various management projects and endeavors. Helped execute three major in-store product launches.

2000 to 2001

SSH COMMUNICATIONS SECURITY

Palo Alto, CA, U.S.A.

Marketing Manager

Responsible for strategic marketing initiatives including but not limited to positioning, branding, collateral production, competitive analyses, partner marketing programs, OEM developer relations and new product launches. Drove all advertising, direct marketing, lead generation and promotions for the U.S. and worldwide markets. Analyzed, developed, executed and reported metrics for a \$500,000 media plan for the U.S. Scouted, negotiated and signed-on worldwide agency of record for the U.S. and the Finnish parent company.

1999 to 2000

MPATH INTERACTIVE

Mountain View, CA, U.S.A.

Product Manager

Responsible for the development and execution of See&HearMe (video conferencing & VoIP) product launch, MRD, strategy and marketing plan. Managed system migration and segmentation of HearMe.com from the core online multiplayer video game business unit while maintaining profitability. Analyzed efficiency and effectiveness of media buys in key vertical markets. Provided vision and creative direction of See&HearMe advertising campaign. Responsible for all See&HearMe related outbound communications and partnerships. Managed a marketing budget of \$350,000 in Q1/2000.

1996 to 1998

MACROMEDIA

San Francisco, CA, U.S.A.

Sales Engineer

Responsible for evangelizing all the enterprise learning related products and solutions at keynotes, seminars, corporate calls and tradeshows. Successfully managed a four-person field sales team. Managed new and existing strategic partnerships in the Internet and multimedia space. Involved in the technical due diligence process of two acquisitions. Previously also a Sales Engineer for the Director, Flash, Dreamweaver and FreeHand product lines. Reported directly to the Vice President of Sales for the Enterprise Learning Division.

SKILLS

COMPUTERS

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|-------------------|---|
| Business | Word, Excel, PowerPoint, Keynote, Salesforce, PeopleSoft and SAP. |
| Multimedia | Photoshop, Illustrator, Flash and Dreamweaver. |
| Web Development | WordPress, WooCommerce, PHP, JavaScript, CSS and HTML5. |
| Operating Systems | Windows, MacOS X, and UNIX. |

LANGUAGES

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| Italian | Fluent (speaking, reading and writing) |
| Japanese | Proficient (speaking) |

EDUCATION

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| 1992 to 1995 | UNIVERSITY OF CALIFORNIA | <i>Berkeley, CA, U.S.A.</i> |
| | Interdisciplinary Studies, Critical Theory of Technology | |
| Prior to 1992 | SIR JAMES HENDERSON BRITISH SCHOOL | <i>Milan, Italy</i> |