



## Julian Toedter

CCO & CO-FOUNDER  
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Telephone & e-mail  
available upon request.

Julian started in financial and commercial advisory for Deloitte in Australia before crossing over to branding and marketing in internet services for Rakuten in Japan and the US.

Together with senior leadership, he went on to grow Rakuten's capability in global marketing and commercial partnerships by way of sponsorship to accelerate brand and business growth in key markets.

Julian brings an outsider's perspective to demystifying the Japanese market, in addition to his experience with digital and partnerships in driving PLG outcomes internationally.

### RECENT PROJECTS

- Japan B2B SaaS industry assessment and global market scan for software solutions for a mid-tier consulting firm looking to automate operation and reporting workflows.  
*Oct 2023*
- Hokkaido agriculture industry assessment and international AgTech market scan for a SME farming business considering non-Japanese tech solutions.  
*Sep 2023*
- Japan landscape assessment and go-to-market strategy for a mid-tier headless CMS PaaS business evaluating Japanese market entry.  
*May 2023*

### PAST EXPERIENCE

- Global Marketing & Partnerships at Rakuten Group in Tokyo, Japan.  
*Jul 2015 - May 2022*
- Global Sports Business at Rakuten Group in Tokyo, Japan.  
*Oct 2020 - May 2022*
- US Sports & Entertainment at Rakuten Americas in San Francisco, USA.  
*May 2018 - Sep 2020*
- Commercial & Financial Advisory Services at Deloitte in Sydney, Australia.  
*Dec 2010 - Dec 2014*
- Transport & Infrastructure Economics at Saha International in Sydney, Australia.  
*Jan 2010 - Nov 2010*