



JULIAN TOEDTER

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— SUMMARY —

- Results-driven and a problem solver
- Over 12 years in consulting, branding and marketing, and strategy and operations
- Seasoned leader and a team player
- Deep experience in digital and partnerships to drive brand and business

From running a global department with a strategic partnership portfolio to drive brand and marketing objectives for a major internet services conglomerate to turning around a struggling business through new product development, I have worked closely with executive management and led teams to successfully take on a diverse range of goals and challenges that organizations often face.

— PROFESSIONAL EXPERIENCE —

Litmus Japan

Co-Founder & Advisor *Tokyo, Japan* (November 2022–present)

Co-founded a market entry and localization consultancy focused on helping tech businesses enter Japan. With the company and business development set up, my involvement is advisory and part-time.

Rakuten Group, Global Marketing & Partnerships *(dual role)*

General Manager *Tokyo, Japan* (January 2021–May 2022)

Led a 20-member department in four offices globally that drove turnkey corporate and consumer marketing initiatives to grow Rakuten's brand and businesses in North America, Western Europe, and Asia-Pacific. Leveraged owned channels and partnerships that included major sponsorships with FC Barcelona and Andres Iniesta, the National Basketball Association (NBA), the Golden State Warriors (GSW) and Stephen Curry, and the Davis Cup.

Rakuten Group, Global Sports Business *(dual role)*

Senior Manager *Tokyo, Japan* (October 2020–May 2022)

Inherited and led the pivot of a legacy football (soccer) school business into a digital academy focusing on personalized content at scale. With an eight-member cross-functional team and full P/L ownership, this required significant right-sizing to curb heavy losses and an aggressive turn-around profitability plan to justify investment for new product development to seize a content opportunity in youth sports.

Rakuten Americas, US Sports & Entertainment

Senior Manager *San Mateo, California, United States* (May 2018–September 2020)

Founding member of a US-focused sports marketing group. Managed NBA and GSW partnerships that played a key role in the rebrand of the US' flagship consumer business (Rakuten.com) in terms of a holistic strategy and activation plan each year that supported the transition, including crisis management as a result of COVID-19.

Rakuten Group, Global Digital Marketing

Manager > Senior Manager *Tokyo, Japan* (July 2015–April 2018)

Drove business and marketing analytics to inform decision making and reporting on corporate and consumer campaigns for the department. Promoted within six months of joining Rakuten to manage a team of ten members across the department's digital and social marketing and PR operations.

Deloitte Australia, Financial Advisory Services

Analyst > Senior Analyst > Manager *Sydney, Australia* (December 2010–June 2015)

Delivered strategic and commercial advice as a consultant on major public-private infrastructure projects. Consistently exceeded utilization targets on billable projects while supporting business development efforts by generating a revenue pipeline and extending the scope of existing projects.

— EDUCATION & OTHER —

University of Sydney *Sydney, Australia* (March 2006–November 2008)

Bachelor of Economics: Double Major in Economics and International Business

Other Work Experience *Sydney, Australia* (March 2009–December 2009)

Global Poverty Project (now Global Citizen): Pro bono work with a non-profit during its grassroots activation phase. The organization promoted awareness and education about extreme poverty.