

---

# ALLAN WILDER

Home: 212-476-0090

Allanwilderpro@comcast.net

22 Rood Street  
Bronxville, NY 11100

---

## MARKET RESEARCH ANALYST

Astute professional with over five years of experience in conducting market research and analysis on electronic products in international markets. Key strengths lie in brand labeling, strategic sales planning and client relationship management. Technically proficient with Microsoft Office and DTP software. Fluent in Japanese and conversant in German.

### Representative Achievements:

- ✓ Recognized by Japan's leading economic magazine *Outstanding Business Practices* by winning the 2001 New Business Plan Award for pioneering new market penetration matrix.
  - ✓ First and youngest ever company representative to earn coveted MVP award for playing pivotal role in launch of a new hand-held data set that outperformed sales forecasts.
  - ✓ Acted as liaison between Japanese headquarters and newly formed US branch that enabled North American markets to exceed benchmark goals.
- 

## PROFESSIONAL EXPERIENCE

---

PROFILES PLUS, New York, NY

2000 - Present

### Marketing Representative and Coordinator, North America (2003 - Present)

Conduct market research and analysis including brand recognition and technology trends; determine marketing strategy for North American sector. Develop new sales channels in United States; establish pricing, planning and sales promotion tools. Design advertisements and exhibitions with media agencies publishers. Analyze market needs; serve as a liaison to Japan headquarters.

- Fast tracked to position as the most junior person in the company's history to land promotion prior to completing five years at the assistant level.
- Uncovered new market segments within six months that helped company capture #2 position in the industry, lagging top competitor by only 11 market share points.
- Created a pricing strategy that tapped into new Canadian marketplaces and effectively positioned the subsidiary for triple digit growth over a five-year period.

### Sales & Promotion Marketing Assistant, International Division (2000 - 2003)

Created a unified user database for the overseas market and introduced a product modification plan that transformed hard copy manuals into online references. Prepared presentation materials; organized Asian distributor meetings. Maintained meeting notes and agendas for distribution company-wide. Helped to analyze market trends and research new opportunities. Assisted with new product sales collateral.

- Asked by senior management team to participate in a presentation on innovative marketing strategies for post Y2K in the electronics markets internationally.
  - Helped to orient and train new marketing interns that resulted in the placement of four new professionals globally.
- 

## EDUCATION

---

INTERNATIONAL UNIVERSITY, Osaka, Japan - **Bachelor of Arts in Marketing**, 1999