

◆ Introduction of the panelist on The 106th GIS Forum Tokyo ◆
<<Open Technical Forum 2017-4 / CRM Executive Forum Tokyo 2017-3>>

2017/12/7(THU)



Company : SATO HOLDINGS CORPORATION

Current position : Executive Officer - Strategic Alliance

Name : Mr. Masao Kodama

History : Graduated from Keio University in Engineering and Carnegie-Mellon University with a Master' s degree in Industrial Administration, in the U.S.

At Nissan Motor Co., he has over 30 years' experience globally in fields such as marketing, product planning, R & D, market research, demand forecasting, sales promotion, brand development, CRM. As a CRM managers / consultants, he implemented CRM business over 70 countries including Japan, the United States, Europe, Asia and Middle East, and realized both customer satisfaction and sales increase, by integrating with Marketing.

In Japan, he achieved a high level of sales retention rate while drastically reducing budget over traditional marketing. In China, we introduced a CRM strategy linked to the corporate business plan, contributing to become the No. 1 share position among Japanese auto manufacturers.

At SATO HOLDINGS CORPORATION, he is aiming to realize "the ultimate traceability connecting HITO · MONO · KOTO and INFO" covering from product planning to manufacturing, distribution, sales, after services and customer care, by linking CRM, IoT and big data analysis. In order to truly utilize IoT for business, it is necessary to connect a huge amount of things which are not connected to the network. He could provide new IoT solutions by using the latest Auto ID technology such as barcode, QR code, and RFID.