

SATOSHI SAITO

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SUMMARY

- Established the first-ever Professional Football League in Cambodia and managed to become one of the most attractive leagues in ASEAN
- Experienced working in Top European Club (FCB), Professional League (CPL), Federation (JFA), Confederations (AFC & FIFA), Marketing/Commercial Agency (GMR), and Ministry (METI)
- Have close relationships with JFA/KFA, J.League/K.League/Clubs, and sports marketing agencies, and broadcasters in Japan and Korea

PROFESSIONAL EXPERIENCE

Oct 2021 - Dec 2023	Cambodian Premier League Ltd (CPL) <u>Chief Executive Officer (CEO)</u>	Phnom Penh, Cambodia
	<ul style="list-style-type: none">• Successfully founded a professional football league by implementing the Vision and Mission to make Cambodian people and society believe that Cambodian football can reach the top 3 in ASEAN• Drastically raised standard in Club Licensing, Stadium Facility, TV Production, Data and Streaming, Sponsorship structure and sales, League branding, Relationship with UEFA, AFC, La Liga, J.League, Thai Premier League, Malaysia Super League, Singapore Premier League, etc.• Within 2 years, achieved double the average spectators number, tripled TV viewership and league revenue. In addition, CPL champion team proceeded for the first time in history to ASEAN semi-finals of AFC Cup	
Aug 2017-Aug 2020	GMR Marketing (GMR) <u>Director, Olympic Planning and Activation and Japan office representative</u>	Tokyo, Japan
	<p>Global Experiential Marketing Agency work in sports events such as Olympics, FIFA World Cup, and Super Bowl</p> <ul style="list-style-type: none">• Established Japan office and managed 20 staffs preparation to 2020 Tokyo Olympics• Won multi-million dollar sponsorship activation deals with IOC/FIFA partners like Bridgestone, Google, Visa, Intel, P&G etc. competed bidding process against major agencies like Dentsu, IMG, CAA, etc.	
Dec 2013-2017	Japan Football Association (JFA) <u>FIFA Consultant, FIFA PERFORMANCE Programme</u>	Tokyo, Japan
	<ul style="list-style-type: none">• Working with Member Associations on developing Strategic Marketing and Commercial programmes i.e. sponsorship, TV rights, merchandising, PR/communications, branding	
Jan 2013-Jul 2017	<u>Deputy Director, Office for Special Mission, Marketing, Competitions,</u>	
	<ul style="list-style-type: none">• Responsible for new sponsorship architecture, sales strategy & account management, agency relationships, marketing operations, and branding projects.	
Jan 2007-Dec 2008	<u>Manager, Presidential Office, AFC Professional League Project, FIFA CWC</u>	

Asian Football Confederation (AFC)**Kuala Lumpur, Malaysia**

Jan 2008-Dec 2012

Director, AFC Marketing Department

- Overall executive management of commercial and marketing matters for AFC
- Re-structured the department in 2009, provided high level strategic direction to strengthen AFC Marketing and oversaw implementation of Master Rights Agreement with World Sport Group (WSG), exclusive sales agency and service provider.
- Reported to AFC President, General Secretary, and Marketing Committee, established department's vision, mission, objectives, and functions, managed department's operational budget planning, execution, and control.
- Recruited and managed 15 staff from 6 nationalities for TV rights and operations, broadcast content & services, events, sponsorship activations, branding, sales & licensing, new business development, marketing communication. Successfully managed, strategised and monitored agency sales to meet sales targets
- Responsible for the execution of multi-million dollar contracts for the sales cycle 2013
- 2016 with leading brands for sponsorship, TV, licensing and hospitality rights.

Football Club Barcelona (FCB)**Barcelona, Spain**

May 2004 – Feb 2006

Regional Manager, International Marketing Department

- Implemented strategic marketing plan to raise brand value and gain revenue from new markets
- Organized and managed FCB's Japan Tour '04 & '05. Evaluated local partners, negotiated contracts, leveraged business contacts, coordinated logistics and security, and elevated FCB's brand awareness. Brought match fee of EUR 4 million and achieved 200K attendances in 5 matches.
- Negotiated and implemented the first international BarçaTV broadcast rights deal to Japan, EUR 1 million for 3 years. Launched new TV program "Barça es Barça", with JSPORTS, currently showing 2 hours every week, averaging 40K viewers per week.
- Initiated "The Great Challenge" project in Japan to increase the number of club members from 6 to 1,350 in 14 months. (each member pays EUR 142 per year)
- Launched first foreign official sports club mobile site. Reached 10K subscribers in 3 months in Japan. Effectively adjusted revenue generating model to tailor to Japanese market for mobile content delivery, Ranked #1 foreign football mobile site and #3 overall per number of subscribers and page views.
- Negotiated with advertising agencies for main sponsorship, valued at EUR 100 million for 2006-10 season. Assisted setting up the regional sponsorship package, resulting in FCB signing 3 year contract with Singaporean Tiger Beer for EUR 1 million.

EDUCATION

Aug 2003 – Mar 2005

ESADE BUSINESS SCHOOL

Full time MBA, Master of Business Administration

Barcelona, Spain

Sep 1993 – June 1997

KEIO UNIVERSITY

Bachelor of Law and Political Science

Tokyo, Japan**LANGUAGE SKILLS**

- **Japanese** (Native), **English** (Fluent advanced), **Spanish** (Intermediate)