

Hiroto Nakamura
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Profile

Dedicated associate product manager dedicated to building the Internet of Things. Experience developing campaigns to launch and promote products and working with diverse teams during all phases of product development. Able to work in fast-paced environments with responsibility for multiple products and deadlines.

Key Skills

- Expertise in the Internet of Things
- Digital marketing
- Leadership skills
- User science
- Consumer trends

Education

Bachelor of Business Administration

University of Michigan - Ann Arbor, Ann Arbor, MI, September 2012 - June 2016

Master of Business Administration

Carnegie Mellon University, Pittsburgh, PA, September 2016 - June 2018

Professional Experience

Associate Product Manager, Delta Organization, Raleigh, NC

July 2018 - Present

- Identify market needs and define products and program to meet gaps, focusing on lifestyle improvements that can be created through adding the internet to household objects
- Establish plans to generate products from inception to consumer launch, including managing teams of up to five staff, time lines and budgets
- Work with suppliers to deliver quality products that meet the company's vision
- Review key analytics including sales and customer satisfaction to ensure products contribute to the company's growth

Product Manager Intern, Gamma Corp, Pittsburgh, PA

January 2018 - June 2018

- Performed investigations for returns and prepared reports to present to upper management on product improvements
- Acted as Community Manager of the company's Facebook page, interacting with customers, responding to complaints and increasing audience engagement by 43%
- Create and present sales presentations, training, and promotional materials to sales staff and customers