

ED CHILDES

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Tech and financial services professional with 6 years of experience in banking, non-profits and tech startups seeking a position in business development.

WORK EXPERIENCE

Kakehashi Africa / Knowledge Manager

December 2018 – November 2020 | Tokyo, JP

- Established brand identity for a 60% reduction of administrative & marketing-related tasks
- Created, implemented & managed knowledge management policies that led to a 29% improvement in efficiency of data retrieval
- Managed & facilitated access to in-house documentation for members in 55 countries

Metabirds / Market Researcher

February 2017 – July 2017 | Kyoto, JP

- Conducted qualitative and quantitative research on chatbots, and prepared recommendations on feasibility of 3 strategies based on the lean startup methodology
- Devised financial cost models & data visualizations via Excel & Tableau

BancABC / Product Specialist

February 2014 – February 2016 | Maputo, MZ

- Introduced 5 deposit & lending products and go-to market strategies based on customer segmentation that contributed to a gross revenue increase of 47%
- Established & curated strategic partnerships which resulted in \$1.7m loan revenue
- Conducted market research & competitive analysis to improve product positioning & pricing strategy that added 8% to the operational profit margin
- Launched mobile banking (app & USSD) with Partnership & Customer Experience departments to which boosted customer retention by 24%
- Identified and developed new business opportunities which helped sales representatives grow regional sales by 16% YoY
- Planned the overhaul product & services portfolio with regional counterparts, with a projected increase of \$3m in one year

SKILLS & COMPETENCIES

Skills / Excel, Keynote, HTML, CSS, JavaScript, SAP Business Objects, Sketch, SPSS, SQL, Visio

Competencies / Financial Modeling & Forecasting; Market Research; Product Strategy & Positioning; Pricing Strategy; Risk Management; Statistics

Languages / English - Native; Portuguese - Native; Japanese - Limited working proficiency

EDUCATION

Doshisha University / MBA

September 2018 | Kyoto, JP

- JICA ABE Scholarship recipient and holder of 4.0 GPA
- Focus on marketing and operations management
- Researched user experience using a mixed methods approach
- Wrote case studies based on the Toyota Production Method
 - Design modularity
 - Evolutions of production systems from Industry 2.0 through 4.0 via Mass, Lean, Job Shop, Cell, Flexible, *Seru*, and IoT-based manufacturing

Stellenbosch University / Postgraduate Certificate

July 2015 | Johannesburg, ZA

- Graduate Leadership Development Programme

Univ. of Saint Thomas / BS in Accounting & Finance

November 2013 | Maputo, MZ

- Holder of 3.5 GPA

PROJECTS

Personal Website / Technologies Used: HTML, CSS, JS, Netlify & Github

Apple Music Design Proposal / Technologies Used: Sketch

- Redesigned Apple Music on desktop, iOS and iPad OS after quantitative research

Japan Business Model Competition / 2018 National Finalist

- Led a team of 5 to create a viable and feasible business model based on lean start-up principles
- Prepared financial models and conducted interviews and surveys to over 300 people
- Produced graphical elements, wireframes, app mockups and walkthrough video using Sketch and Final Cut Pro

Kyoto, Life in a Poem

- Shortlisted - Cannes Corporate Media and TV Awards 2019 - Category E42: Student Films