

EMI KOBAYASHI

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EDUCATION

Master of Business Administration (STEM Program), Rady School of Management
University of California, San Diego, CA

- Certificate in Marketing, Finance, Design, and Innovation

Aug 2024 – Jun 2026

Bachelor of Arts, Economics

Temple University Japan Campus, Tokyo, Japan

Sep 2016 – Apr 2019

EXPERIENCE

Marketing Intern, BIOVIA, Dassault Systèmes, San Diego, California, United States
Biotech and pharmaceutical software industry

Jun 2025 – Present

- Led cross-sector data analysis across life sciences, materials science, and informatics software markets to drive evidence-based business strategy and inform high-value investment decisions.
- Developed and executed go-to-market and data-driven annual marketing plans, overseeing global event, campaign and launch logistics, and leveraging performance analytics, pivot tables, and executive dashboards in Excel to improve engagement, lead generation, and event ROI while securing expanded budgets.
- Delivered executive reports and market analyses that enhanced strategic communication, client engagement, and positioning—identifying growth opportunities, optimizing messaging, and strengthening industry presence.
- Collaborated with sales to launch digital content and campaigns that boosted lead quality and conversion efficiency.

Global Marketing/Sales Manager, Moretec, Inc., Tokyo, Japan

Apr 2020 – Jul 2024

Semiconductor industry

- Directed B2B marketing, go-to-market, and launch strategy, leading a cross-functional team that achieved 140% revenue growth over three years by leveraging data-driven insights and financial modeling tailored to business clients.
- Streamlined international logistics in collaboration with key stakeholders, reducing major incidents by 90%.
- Oversaw operations and led the Japan department, managing expenses and financial performance. Delivered quarterly data-driven reports to the CEO, supporting executive decision-making and long-term strategy.

Marketing/Sales Team Lead, Moretec, Inc., Tokyo, Japan

Apr 2019 – Apr 2020

- Spearheaded B2B sales and marketing initiatives, enhancing team performance through training, KPIs, and multichannel acquisition strategies (exhibitions, in-person meetings, digital, and phone outreach).
- Exceeded sales targets by 25% through cross-border collaboration and market analysis across Japan, China, the U.S., and Europe, increased revenue by 30% through data-driven growth strategies.

PROJECTS

Deep Tech & Industrial Policy Strategy Project, UC San Diego Rady School of Management

Jun 2025 – Sep 2025

- Partnered with a financial advisory firm to analyze how U.S. semiconductor policies influence investment in AI and manufacturing, applying financial modeling to evaluate M&A and private equity responses and identify trends.

Physical AI and Robotics Consultant (RAP), Intel Corp, Santa Clara, California, United States

Mar 2025 – Jun 2025

- Researched AI-driven shifts in the robotics market and global growth inflection points, partnering with a cross-functional MBA team to translate insights into actionable strategic recommendations.

San Diego Immersion Consulting Competition, UC San Diego Rady School of Management

Mar 2025 – Apr 2025

- Advised Israeli startup Bzigo on a U.S. market entry strategy for its AI mosquito detection device, integrating B2C and B2B growth plans and delivered a first-place MBA consulting pitch recognized for strategic innovation.

SPECIALIZED SKILLS

- Tools: Proficient in Microsoft Excel, Office 365, PowerPoint, JavaScript, CRM, Tableau, and RStudio
- Languages: English (Business), Chinese (Native), Shanghainese (Native), Japanese (Business)

PROFESSIONAL AFFILIATIONS & LEADERSHIP

Organizer, Outdoor Activity Group, Tokyo, Japan

Apr 2020 – Present

- Led international teams of 30 members in organizing outdoor activities and promoting cross-cultural collaboration.

Founder, JCID Charity Club, Shanghai, China

Sep 2013 – May 2015

- Led a 20-member team supporting underprivileged children through English instruction and fundraising activities.