

Koto Stan Kuboi
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<https://www.kuboi.me/>

education

2022-2024 **HARVARD BUSINESS SCHOOL (HBS)** **BOSTON, MA**
Candidate for Master of Business Administration, May 2024.
Member of Pride, Tech, and Entrepreneurship Clubs.

2014-2018 **UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA)** **LOS ANGELES, CA**
Bachelor of Science degree, *magna cum laude*, in Psychobiology. 3.89 GPA.
Club leadership positions in public health policy, mental health advocacy, advertising, and front-end development.

experience

2023 **TAKARA** **TOKYO, JP**
Founder

Takara aims to empower small businesses in Japan by leveraging automation and AI to simplify digital transformation, helping low-tech SMBs to leapfrog, modernize, and grow. More details here: <https://www.kuboi.me>

- Established a business model that aligns incentives across Japan's small business and government stakeholders, refined through 100+ customer interviews, market research, and competitive analysis.
- Defined the product roadmap for our introductory product, Takara Snap— an AI-powered tool to help restaurants create interactive, multilingual menus with a snap of a photo, to improve customer acquisition and service.
- Developed key components of Takara Snap's MVP, including Figma design prototypes, optical character recognition algorithms, automated menu creation tools, and RAG-capable language models.
- Leveraged financial modeling and other quantitative analyses to articulate trade-offs across business model, pricing, product, and go-to-market decisions, evaluate fundraising needs, and estimate drivers of unit economics.

2021-2022 **META PLATFORMS INC.** **SAN FRANCISCO, CA**
Strategy & Planning Manager, Portfolio (Level: IC5)

- Orchestrated the 2022 annual planning process for a 750-person marketing & growth department, stewarding a \$1.4B OPEX budget amid a new CMO and corporate brand. Architected the end-to-end process, facilitated leadership workshops to resolve trade-offs, developed investment scenarios, and drafted strategy notes for the C-suite, resulting in the smoothest process and most focused plan in the department's history.
- Crafted a portfolio strategy that redefined the brand positioning of existing apps (e.g., Messenger), established a new shared goals hierarchy for Meta's business functions, and prioritized key narratives (e.g., economic impact) and audiences (e.g., creators) for future corporate communications, to operationalize the corporate rebrand to Meta. Led program management, strategy workshops, research roadmaps, and leadership deliverables.
- Managed project to refresh Meta's corporate values and mission, collaborating with senior company leaders.

2020-2021 **Product Marketing Manager, Facebook App** (Level: IC3, IC4)

- Led leadership discussions and deliverables to influence and land the FY21 plan for Facebook App Marketing organization, ultimately deploying \$500M in OPEX across 20 initiatives, 10 products, and 5 markets.
- Drove in-app growth and awareness for new group video chat product, reaching over 100M people at launch.
- Supported leadership in navigating COVID-driven challenges through strategic pivots and internal programs.

2018-2019 **Associate Product Marketing Manager, Marketplace Housing & Ecommerce** (Level: IC2, IC3)

- Led development and launch of Marketplace's coupon feature, achieving a 29% sales uplift during the 2018 Black Friday campaign. The playbook and product continue to be used in Meta's shopping experiences today.
- Crafted Housing's marketing strategy via focus groups and SQL analysis, leading to a \$250K ad campaign that proved efficient user acquisition by surpassing category CTR benchmarks by 20% at a 30% lower CPC.
- Orchestrated the go-to-market strategy for the new Homes-for-Sale vertical and implemented an in-app growth roadmap that doubled monthly active users and weekly retention rates for the category.
- Drove SEO and SEM overhaul for Housing, doubling daily user engagement while halving acquisition costs.

personal

I enjoy live music, gaming, sci-fi, reading novels, and rock climbing. I am fluent in English and Japanese.