

Datta Nadkarni

DELIVERING VISION, STRATEGY AND EXECUTION
FOR MARKET SHARE GROWTH & PROFITABILITY

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Integrated Marketing Strategist for Global Brands like - FARMERS, PHILIPS, VISION-EXPRESS, LENSRAFTERS, COCA-COLA, COLGATE -PALMOLIVE, MASTERCARD and PARTYPOKER.COM



Experienced Fortune 500 VP/ CMO with International, multi-channel retail marketing, e-commerce, CRM, brand management, customer insights, category management, general management, business development, sponsorships, business intelligence, strategy and media expertise.

- Directed 12 new product launches in USA, Canada, India, Australia, UK, and Belgium.
- Supervised 14 Adv. Agencies in 6 countries on multi-lingual campaigns; budgets > \$200MM
- Launched Corporate Digital Strategy for FARMERS – 3rd largest in personal lines insurance in USA
- Created & launched 14+ B2B and B2C websites, including www.Farmers.com .
- Created Rapid Expansion Strategies for LENSRAFTERS and VISION-EXPRESS in 4 countries
- Launched first Diet-Cola in India, capturing 8% market share in 4 months - COCA-COLA India
- Spearheaded 35 alliances (eg: Blue Cross & Bank of America) resulting in \$400MM revenue
- Directed 64 TV, 22 Radio, 300 print/email and direct mail ads, and four 1 hr DRTV

MBA (University of Cincinnati). **MS** Advertising (Northwestern University). **MMS** (Univ. of Bombay)

A Career of Market Leadership

DN CONSULTING

PRESIDENT & CEO

3/02 – PRESENT

Interim CMO /VP Marketing. - Delivering rapid, profitable sales growth for clients. Key Client highlights:-

- **UNITED SOFTWARE ASSOCIATES** **VP STRATEGIC ALLIANCES** **6/13 –PRESENT**
As a SAP HANA partner, building client alliances/ partnerships for “Big Data – Real Time Predictive Analytics” Models
- **PARTYGAMING.COM** – (Online Gambling) Developed launch plan for online gambling brands – eg: Starluck Casino and PartyBingo and PartyPoker. Company went IPO in 2005 for 5 Billion Pounds on the London FTSE.
- **DOTOGETHER.COM** – CMO role for the Fan Engagement & Customer Service Platform on FACEBOOK
- **TIECON.ORG** - Directed all marketing for world’s largest global entrepreneurs conference in silicon valley
- **EYEMAGNET** – (Digital Signage) – Developed Business Plan, fund-raising & alliances for global expansion.
- **XORIENT** - (IT Outsourcing) – Developed website, print collateral and PR (TV and press interviews).
- **INDIACC.ORG** – As Exec. Dir. built membership subscription from 500 to 2500 members in 5 months.
- **HEADPEDAL** - (Online animated eCRM). Launched “Claire” the animated eCRM character for Sprint.
- **SOFTSOLUSA** – Conceptualized, designed & launched company website within 2 months.
- **DUVON CORP** – Launch of StoAmigo & CloudLocker- personal cloud storage & streaming products.
- **RBG ADVERTISING** – Executive VP role to manage existing clients & “pitch” for new clients
- **MASTERCARD /ACCOUNTNOW** – Created /launched TV ads. for prepaid debit cards to “unbanked” customers.

FARMERS INSURANCE GROUP

VP e-BUSINESS & STRATEGIC ALLIANCES

2000 - 2002

Farmers (subsidiary of Zurich Financial Services) is the 3rd largest US carrier of personal lines insurance (auto, home, life & commercial), with annual premiums exceeding \$12 Billion.

- Developed corporate digital strategy, incl. new ventures/ alliances, Budgets & Profit & Loss.
- Directed Corporate Strategic Planning & implemented with cross-functional PMO team from all 9 divisions.
- Spearheaded corporate ventures & alliances (evaluated 200+ companies). Resulted in **35 alliances and \$400+ million** incremental revenues, including alliances with **Blue Cross & Bank of America**.
- Filed patent for “Operation Restore” a unique \$200+ million CRM project, delivering hassle-free claims service to customers. Acquired FARMERS.COM & 1-800-FARMERS, integrating it into CRM, call-centers
- Directed Online & Offline Advertising (TV, Print, Radio, Direct Mail, PR, SEO, SEM) and Internal Communications. Directed launch of www.Farmers.com (award winning Company’s flagship B2C site).

PHILIPS ELECTRONICS DIRECTOR OF BUSINESS DEVELOPMENT 1998 – 2000

Philips is a \$30+ Billion global company in consumer electronics headquartered in Amsterdam.

- Directed the entire E-commerce Strategy of "direct to consumer" for the WebTV & TiVo Division
- Developed strategic partnerships, conducted deal negotiations, set up backend fulfillment operations and on-line cross-marketing with internet Cos - E-Bay, Amazon.com, Yahoo!, Grolier, ThirdAge.com etc.
- Directed 1 hour Infomercials & Direct Mail campaigns, to achieve 2 million subscribers in 2 years.

NIA CORPORATION CHIEF OPERATING OFFICER 1997 – 1998

Start up. Hi-Tech defense (DoD) contractor. Reported to CEO on all projects, HR, Audit, P&L issues.

- Directed 25 person staff on internet / e-commerce supply chain projects including - contracting, legal, accounting, audit compliance, government procurement, HR, training and client /technical assistance.
- Supervised internal audit for merger with US Department of Defense (DoD) prime contractor.

PHYSICIANS EYECARE NETWORK VICE PRESIDENT SALES 1993 - 1996

Start up. Retail optical services for Medical clinics. Developed relationships with 300+ MD Businesses in 3 states.

Negotiated & closed agreements with 24 suppliers to create a buying group for the MD clinics.

- Negotiated strategic alliances with 24 vendors of ophthalmic goods/ services (malpractice insurance, surgical instruments, contact lenses etc.) - improving income stream by +40% the first year.

VISIONEXPRESS DIRECTOR OF INTERNATIONAL MARKETING 1989-1993

Start up. Built fast growth retail superstores, achieving \$60 million sales in 3 countries within 3 years.

- Developed worldwide strategic business expansion plan. Pioneered retail super-optical chain launches in Australia, UK, Belgium, building 50 stores, \$60 million sales at 20+% profit in 3 years from startup.
- Directed integrated marketing campaigns (TV, print, radio, and direct mail), creative & media strategies. Advertising budgets exceeded \$9 Million.

LENSCRAFTERS ASSOCIATE MARKETING MANAGER 1987-1989

Largest US super-optical chain, achieving sales of \$1.2 Billion in 15 years. (now part of Luxottica Group)

- Directed all marketing & advertising including marketing plans & budgets, forecasting, direct mail, print, TV Ads.
- Directed innovative new advertising campaigns like "Featherwates", "Win/Win Glasses in an hour or free" and "One Hour Eyewear Provider" to boost sales 36% in key markets.
- Developed system to evaluate companywide advertising & promotions, improving print redemption rates 43% and generated saving of \$4 million. Total advertising budgets exceeded \$60 Million.

COCA-COLA/ PARLE (India) ADVERTISING EXECUTIVE 1981-1984

Largest soft-drinks franchisor in India, with 75 franchise bottlers & 60+% market share, now part of COCA-COLA

- Developed and implemented innovative multi-lingual, advertising, promotion, creative/media strategies for soft-drink brands- **ThumsUp, Limca, Gold Spot, Do-It and Bisleri Club Soda.**
- Launched 1st Diet-Cola "**Do-It**" in India in top-8 metro cities. Captured 8% share in 4 months.
- Repositioned "**Gold Spot**" brand, boosted sales 30%, in tie-up with Walt Disney's "Jungle Book".

BJK&E ADVERTISING (India) ACCOUNT PLANNER 1980-1981

- Managed **Colgate-Palmolive** brands - Colgate toothpaste, Halo shampoo and Fab detergent.

EDUCATION/ TEACHING/BOARD POSITIONS

Northwestern University	Master of Science in Advertising	Awarded Medill merit scholarship
University of Cincinnati	Master of Business Administration	Marketing & Quantitative Analysis
University of Bombay	Master of Management Studies	Marketing & Finance major

Professor, Strategic Marketing (1993 - Present) – Parallel to my Corporate career, I have taught MBA & Undergrad courses in Business, Marketing, Advertising, Social Media, Internet Marketing & Consumer Behavior at CSU, Foothill College, Golden Gate University, University of San Francisco, St. Mary's & UC Berkeley.

Board of Directors or Advisory Council Member: The Commonwealth club, American Diabetes Association, Asian Business Association, Heart of Humanity.org, TieCon.org, Indiacc.org, F4Freedom.org and several startups.

US Citizen. Open to travel, relocate or commute. Fluent in 5 languages.