

Award winning Chief Marketing Strategist-

Directed **Global Brand strategies** in – Consumer, Retail, Finance & Hi-tech



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 LENS-CRAFTERS 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/IMC** (Northwestern University). **MMS** (Univ. of Bombay)

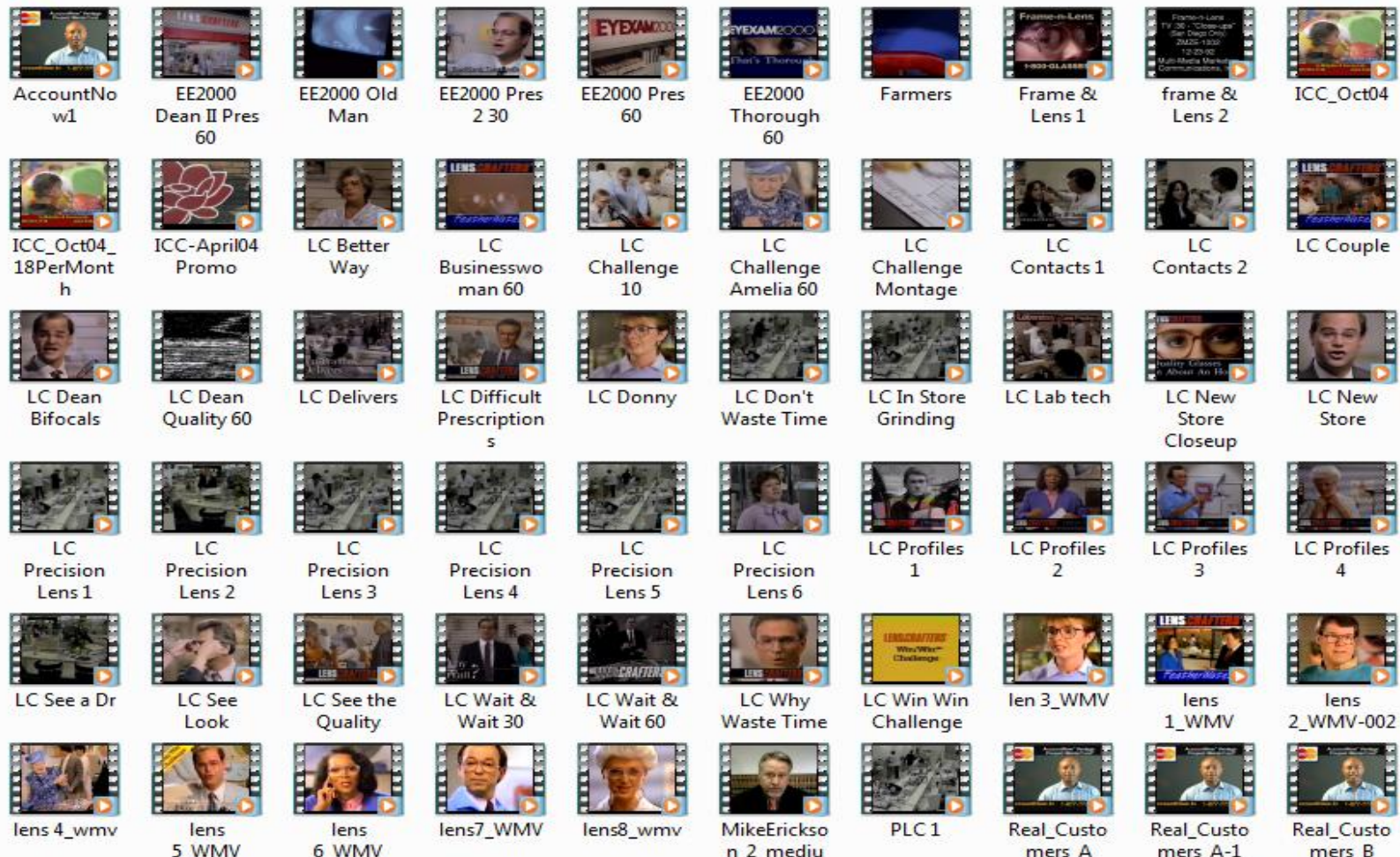
Adj. Professor of Strategic Marketing

Integrated Marketing Expertise – All channels - TV, Print, Radio, PR, Web, Social, email, SEO, SEM, Sales Agency network, CRM, call-center, 800#, cross-promotion, Strategic Alliances

Datta Nadkarni (408) 621-1383
dattanadkarni.com datta.nadkarni@gmail.com

Directed 12 product launches

- in 6 countries - USA, UK, Canada, India, Australia & Belgium
- Supervised 14 Ad Agencies in 6 countries, with multi-cultural, multi-lingual campaigns in 18 languages

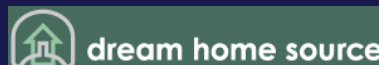


Directed 64 TV, 22 radio, 300 print, email & direct mail ads, and 4 DRTV infomercials

Formed Strategic Alliances with 35+ Companies

Explored 200+ companies. Patented "Operation Restore".

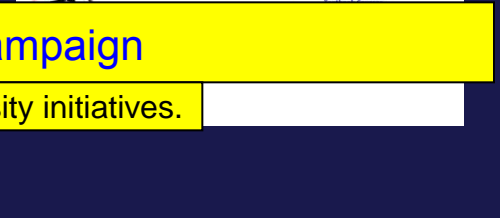
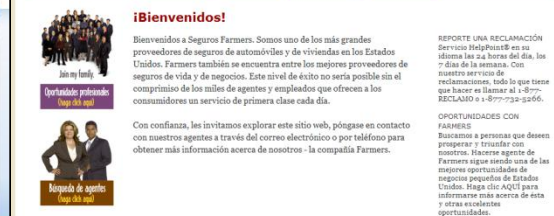
Built - "Content, Communications, Community, Commerce"



Directed Farmers Digital Strategy - eBusiness + Web + TV Strategy

Launched Intranet, ExtraNet, 12 Community websites & www.FARMERS.COM

Reviewed 200+ company alliances. Signed 35+ contracts. Got 800-FARMERS for CRM.



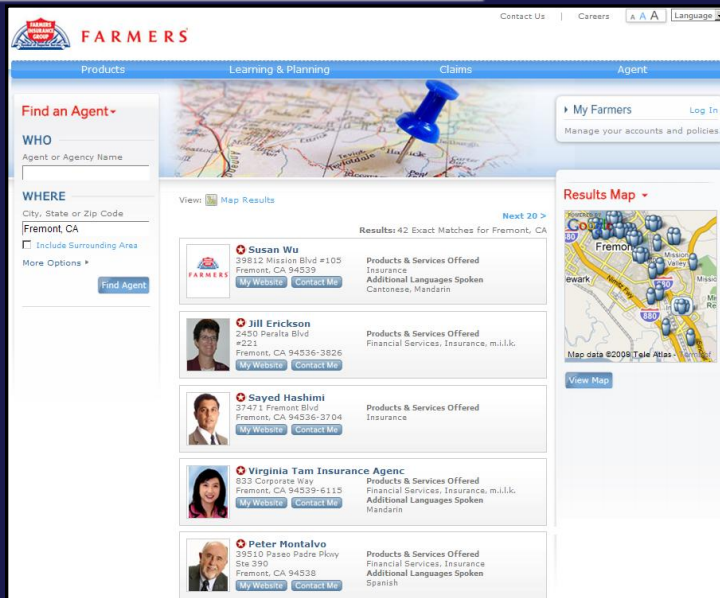
"Gets you back where you belong" Advertising Campaign

Launched - TV, Print, Radio, online, SEO, SEM, strategic alliances. Diversity initiatives.

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B2B – Developed Farmers agency locator, “Templatized” Ads for Yellow Pages, for 19,000 Agents in 41 states.




FARMERS

Gets you back where you belong.SM



BRIAN KENNEDY INSURANCE AGENCY

Three generations of Kennedys serving Oklahoma & Kansas Since 1951

1-888-366-7226 **336-5544**

111 SE Frank Phillips

MY WORKERS' COMP COSTS WHAT?!!

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Farmers Insurance Group has **lowered Workers' Comp premiums** for qualified HBANC Members **over 40%** since July 2004!

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Home Based in California • "A" Rated Company • Fiscally Sound
Artisan Contractors a Specialty • Local Agents

For more information contact Naomi Wilson at the HBANC Office.
(925) 820-7626 ext. 216 • email: farmers@hbanc.org



FARMERS
BUSINESS INSURANCE



ROGER OLCOTT

WE TRANSFER IN NEW MOVE-INS

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- SR-22'S AVAILABLE
- BlueCross BlueShield of Utah

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Cedar City Located in The Southern Utah Federal Credit Union Building




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*Products and features are not available in all states and may vary by state.



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PHILIPS

Set up online distribution for WebTV and TiVo Div.
With **BuyNow, Amazon, Ebay, Yahoo, ThirdAge, AOL**, etc.
First electronics store on Amazon.com



Accessories

Want to make email even easier?
The optional keyboard makes staying in touch even easier. It's small and wireless, so you can hold it right in your lap and start typing.

No video jacks?
The optional RF modulator is for use with TVs that don't have direct input video jacks.

Additional Features

SmartConnect
SmartConnect gives you easy access to an exclusive Philips website that provides free internet services and information. Just use your "go to" button and type www.philipswebtv.uscs.com.

For more information, visit us at www.philipsUSA.com or call us at 1-888-813-7069.

PHILIPS MAGNAVOX
Let's make things better

Surf the Internet... Without a Computer!

GO Easy-to-use, one-button internet access
Gets you on the web without any computer skills necessary.

All you need is a standard telephone line and a TV
After registering with WebTV Networks, you'll be up and running in about 20 minutes. Requires a monthly subscription fee to WebTV networks, Inc.

The latest in internet technology
A high-speed 56k modem lets you browse through the internet, and the built-in printer port lets you easily connect to select inkjet printers.

Send and receive email
WebTV gives you a great way to stay in touch with friends and family around the world. Up to 6 family members can have personalized user names, email addresses, and a place for their favorite web sites.

PHILIPS MAGNAVOX
Let's make things better

Capture their attention and you'll capture their minds.

Introducing Philips ScanCard TV

PHILIPS
Let's make things better



Negotiated
"Barter Deal"
with
ebay.com
to
cross-promote

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Start-Up to Largest Retail Superstore chain.
\$2+ Billion sales, 1200+ stores.
Directed TV, Print, Radio, Direct-Mail



FREE! TWO NEW LOOKS FOR THE PRICE OF ONE IN ABOUT AN HOUR.

BUY ONE COMPLETE PAIR OF EYEGLASSES GET A SECOND FRAME ABSOLUTELY FREE!

COUPON
A second frame for you or a friend. You only pay for the lenses.

LENSCRAFTERS

TIRED OF REGULAR BIFOCALS? TRY OUR NO-LINE BIFOCALS!

COUPON
Save \$30 on any complete pair of No-Line bifocals!

LENSCRAFTERS

SAVE UP TO \$30!! FREE VISION PROTECTION PACKAGE

AT LENS CRAFTERS
CUSTOM-CRAFTED EYEGLASSES IN ABOUT AN HOUR

COUPON
Save up to \$30 on your new glasses!

LENSCRAFTERS

SAVE UP TO \$50 ON EYEGLASSES IN AN HOUR AT LENS CRAFTERS

COUPON
Save \$50 on any complete pair of glasses!

LENSCRAFTERS

EYEXAM2000

When you had your eyes checked, did you know you were missing out on a lot of vision care services? At EYEXAM2000, we offer a comprehensive eye exam that includes everything you need to keep your vision sharp and healthy.

When you had your eyes checked, did you know you were missing out on a lot of vision care services? At EYEXAM2000, we offer a comprehensive eye exam that includes everything you need to keep your vision sharp and healthy.

EYEXAM2000 of California

Chris Sabo Depends On LensCrafters

LENSCRAFTERS

Developed system to evaluate companywide advertising & promotions, improved print redemption rates 43% and generated saving of \$4 million.

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Launched “**One Hour of Free eyeglasses**”
 “Top of Mind” awareness in problem markets
 Boosted sales 29% in 3 months



Launched “**Featherwates**”. Boosted sales 36%.
 Spawned new Ultra-light & thin lenses category!
 (TV, Print, Radio, Direct-Mail)



vision express

Lead startup to 50 stores, \$60 million sales in 3 years
– in [Australia, UK & Belgium](#)

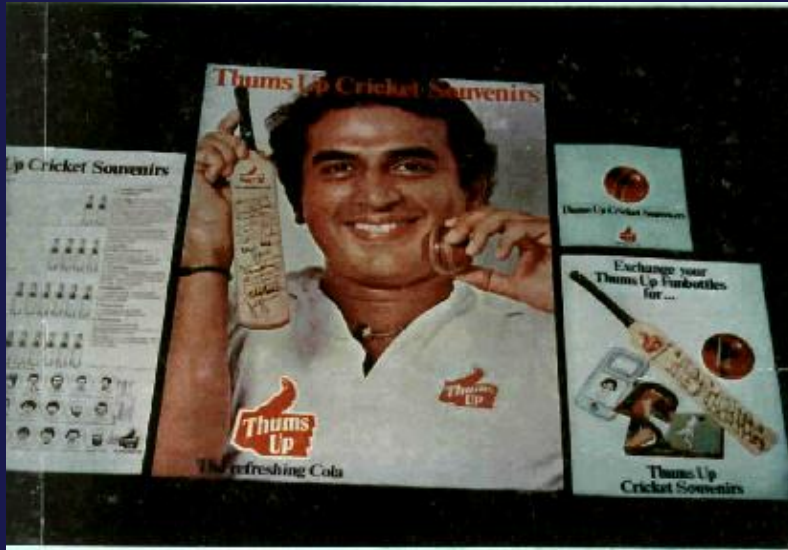
Retail chain Profitable @ 25% sales within 18 months!
Directed all marketing - TV, Print, Radio, Direct-mail.



“Winning formula” was
Putting the Lab + Doctor + 5000 Frames
+ friendly salesman in mall-stores
where consumers shopped during
Retail hours.



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Launched New Cola Brand. Highest Market share
“**ThumsUp**” out performs Coke, even 20+ years later!
Linked Brand to Indian passion for Movies & Cricket
With “**Sports & Celebrity**” endorsements





Parle Agro

Product Relaunch - repositioned Brand for Kids
with Disney's "**JungleBook**" Promotion

- Crown-cap collection drive
- TV, Print, Movie Theatres, Bill Boards, POS



Gained 8% share in 3 months!
Despite competition outspending 5:1

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JOHN J. SCHMIDT 12/07

MasterCard

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 *Subject to credit review. Hospital fees are reported as a \$500.00 by the Federal Income Service.
 Innovation Now

This new REVOLVE card is a credit card that requires all financial information to obtain, and your account information that identifies which program you desire to use as credit. You will be added to credit card your name, address, email and phone number and will be able to use it as quickly as you may wish to provide information or proof of identification. Innovation Now's program is an outstanding option for the thousands of individuals with credit issues.

MetaBank

Pre-Paid Debit Card launch for “Un-Banked” customers

- “Segmenting, Targeting, Positioning”
- Interviewed 200 customers, Identified key motivators
- Created Testimonial TV Ads, email & Web Campaign

[illegible]

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Reload Your Card
Prepaid MasterCard
Gold Visa® Prepaid Card

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The Better Way to Bank

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Best for occasional use

AccountNow Prepaid Visa Card
 No credit check | No overdraft fees

SIGN UP TODAY – FREE!

Power of choice!

How it Works- Visa Prepaid Cards & Prepaid MasterCard Card

Add Money

Direct Deposit your paycheck.
Add cash at 135,000 locations.

Shop & Use ATMs

Shop wherever Visa debit cards or Debit MasterCard is accepted & get cash at ATMs worldwide.

Discounts & Rewards

Earn cash with Direct Deposit bonus, referral bonuses and purchase rewards

Pay Bills Online

You can pay anyone, anytime.
Pay your bills for free.

GET \$25

Direct Deposit Bonus*

LEARN MORE

FIND US ON:

➤ Sign Up Today

100% Approval

No Chex Systems / Credit Check

Why customers love AccountNow Prepaid Cards

Everyone is accepted

"I was happy to see that AccountNow offered a prepaid card to anyone who couldn't get an account elsewhere! I had started a new job and they required me to use direct deposit. So I went to AccountNow's web site and signed up! It was so easy!"

Kevin - Harrisville, UT

Achieve financial freedom with an AccountNow Prepaid Visa Card or Prepaid MasterCard Card. An AccountNow Prepaid Card account can help to manage your money safer, easier, and cheaper. Learn about the other benefits of having an AccountNow Prepaid Card account.

2011

Online Ads on partner pages

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Online Ads on partner pages

account now Vantage Debit MasterCard® Card **get MORE**

Use it like a checking account

- The perfect banking alternative if you have bad credit or are in ChexSystems®
- NO minimum balance or security deposit required
- Account number provided within seconds. — **GET YOURS NOW!**

100% GUARANTEED APPROVAL*

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- FREE Direct Deposit
- Electronic Check Writing
- FREE Credit Builder with Pay Anyone Bill Pay

YES! SIGN ME UP!

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AccountNow.net 100% GUARANTEED APPROVAL*

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PARTYPoker.com

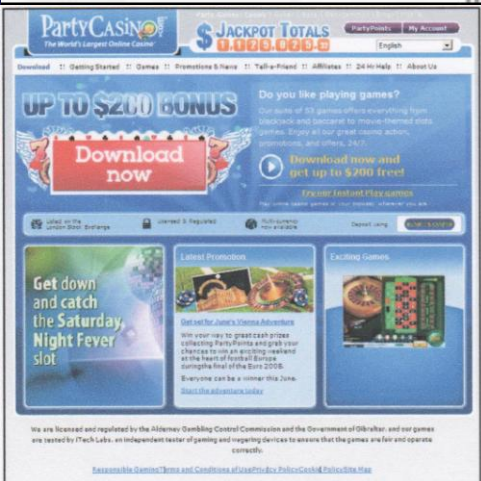
PartyGAMING

\$8 Billion IPO 2006

- Launched Celebrity poker event with **Tom Cruise + Nicole Kidman**

- Winner got \$1 MILLION prize
- partypoker.net for education
- partypoker.com for transactions

- TV programs to educate customers, Evolved into poker channel on TV/ Cable

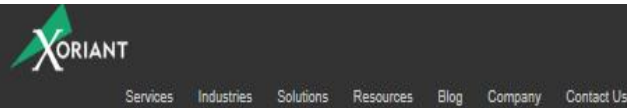


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Hi, I'm Claire, your Sprint PCS virtual Service Representative. I'm here to help you find answers to questions.

To get started right away, click an item that interests you from the menu on the left.

To see an interactive demonstration about what you can do in this section, click PLAY.



FANTASY FOOTBALL CHAMPIONS CHALLENGE

Case Study

Xoriant develops Facebook Application **FANTASY FOOTBALL**

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Software Product Development Company

Xoriant Corporation is a leading product development & engineering and product consulting services company, serving technology companies and their enterprise clients from its global delivery centers in a flexible blend of onsite, offsite and offshore modes.

Xoriant's Software Development and Engineering service line offers a full life cycle software development and engineering services to independent software vendors, systems companies and web/social networking/social media/mobile applications companies.

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Customer Success Stories

Xtreme Service Activity Manager (XSAM) product development and implementation.....
Ulrich Klein,
 Director of Engg, Wireless Gateway Software Company

Rapid prototyping and build-out supported by Xoriant.....
Shankar Srinivasan,
 VP of Products, Web-based Healthcare Comparison Shopping Company

News/Media Coverage

Xoriant develops an expense tracking and budget planning Android mobile application for their client Appsongo.

Xoriant develops Fantasy Football application on Facebook for Tailored Games

Xoriant develops "Financial" application on Windows Smartphone for Appsongo

Xoriant was a Bronze Sponsor at "Infor on the road" Event held at Mumbai, India.

NEW

Mobile Apps

Growing Consumer Apps

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Xoriant Capabilities for Product Engineering

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- Email marketing
- PR, Media Interviews, Articles
- New client pitches

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In today's competitive environment, leading companies cannot afford "trial and error" technology strategies. Only proven solutions with measurable ROI deserve a spot on the enterprise IT road map.

With more than 17 years of delivering technology services and products, SoftSol is serious about putting technology to work for your business. Your mission is too important to entrust it to anything less than industry best. That's why each SoftSol solution combines world-class engineers, certified best practice processes, and cutting edge technology products. It's never the right solution until it makes your business better.

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Quality. Time. Available resources. Who says you can't have all three? Learn more about BUGFAST™

With IntelliCourt™, case management has never been smoother. Judge for yourself.

News & Events

12/13/2011 PII Word Publishes Insights from SoftSol's Software Modernization Projects

11/15/2011 BUGFAST™ Automated Testing Solution for SAP

10/13/2011 IntelliCourt Court Case Management Solution Demonstrated at CTC 2011 Long Beach

Testimonials

Superior Court of Alameda

"The SoftSol team is very professional and very competent. Their strategies are clear and sensible."

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DoTogether

Engage & Monetize fans on

facebook

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We help you Engage & Monetize your Facebook Fans

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A Fan Engagement & Customer Service Platform on Facebook

You have fans. Are you getting the most out of them? How do you scale your social media initiatives? Engage your customers, fans, bloggers, affiliates & sales associates with DoTogether Hosted Facebook Applications. Frictionless experience right inside Facebook. Get the ROI you are looking for. The community does the lead generation while reducing your efforts.

Getting Started is Easy!

All we need is your catalog. We advise your Facebook Application for you to market on your fan page and website.

Zero Engineering

Engineering is our business. You have the creative control with no hassles.

Custom Branded & Fully Hosted

We host and run it for you. You can provide us custom creative to make your application stand out from the rest and make it truly yours.

Customer Service, Promotions & Points

When friends are shopping together you can have your own Customer Service agents join in. Do Help. You can target real time coupons/discounts based on number of friends shopping together.

Engage & Discover

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[Art Discovery](#)
[A Sunglasses store](#)
[A Toy Store](#)
[Indian](#)

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Make Your Products Social

Bring your products to your Customers, their social network and their influencers with DoTogether Hosted Facebook Applications

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DoTogether has offered us an innovative platform to power our social media marketing efforts on Facebook. Instead of us putting the fan page, we can now get our customers to shop with their friends right inside Facebook and give us that much-desired virality to our brand marketing efforts.

—Amel Hadid, CEO of MERINO Atlanta

[\(read\) featured in Seventeen & CosmoGin Magazine.](#)
[\(read\) Top 5 services for shoppers.](#)
[\(view\) TechZulu Video Coverage!](#)

01 Brand Virality

If it's not viral, it's not Social enough. When you give them a venue to shop inside Facebook, friends get involved. Your brand has high likelihood of viral exposure.

02 Interaction Analytics

Get analytics to tune your marketing campaigns and promotions. Get information about the products being recommended and talked about.

03 Private Promotions & Reward Points

Your customer's social circle has your prospects. Reward them and see your conversion increase.

Shop Together

beta DoTogether mall

Shop inside Facebook. Get ideas from friends. It's fun!

Featured Mall

best shopping on Facebook

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eyemagnetTV

Home Products Industry Solutions Services Customers & Partners About Us

What if your in-venue TV became a revenue generator?

What we do

Take control of your venue: combine interactive mobile, broadcast and web.

What if your customers could engage with your brand right here in your venue?

What if every handset became a tool for customers to express themselves and have a say in their venue experience?

eyemagnetTV provides a fully integrated solution for mobile, TV and web to entertain, retain and engage your customers, increasing their dwell time, revenue generation and loyalty.

Who we are

We are made of professionals having revolutionized the broadcast, web and mobile world many times over.

eyemagnetTV springs from the assets of companies that have delivered similar products and services to thousands of businesses globally.

index In We believe technology should be about more than newest, loudest, and

Developed Joint-Venture bet. NZ and US company

Television Content

We are constantly expanding our content set capabilities. This allows you to supply your own content, or have us source it for you.



Multicast Networking

Multicast content scheduling, synchronisation and communication between screens



Stadium Signage

In conjunction with our partners Out and About Marketing and Media (OAMM), Australia's largest LED solutions provider, we deliver interactive signage for display at stadiums and sports arenas.

