

# Datta Nadkarni

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



Experienced Fortune 500 VP/ CMO/ Marketing Strategist for Global Brands like – FARMERS INSURANCE, PHILIPS CONSUMER ELECTRONICS, VISION-EXPRESS, LENS CRAFTERS, COCA-COLA, COLGATE -PALMOLIVE, MASTERCARD and PARTYPOKER.COM.

- Spearheaded corporate ventures & alliances including with Blue Cross & Bank of America. Evaluated 200+ companies. Resulted in 35 alliances and \$400+ million incremental revenues.
- Directed 12 new product launches. (USA, Canada, India, Australia, UK, and Belgium).
- Supervised 14 Advertising Agencies in 6 countries on multi-lingual campaigns; Budgets > \$200MM
- Launched Digital Strategy for FARMERS – 3<sup>rd</sup> largest personal lines insurance Co in USA
- Created & launched 14+ B2B and B2C websites, including [www.Farmers.com](http://www.Farmers.com) .
- Directed 64 TV, 22 Radio, 300 print/email and direct mail ads, and four 1 hr DRTV Campaigns

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

**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.

**Professor, Strategic Marketing & Advertising** (1993 - Present) – Parallel to my Corporate career, I teach MBA courses in Business, Marketing, Advertising, Internet Marketing & Consumer Behavior at CSU, Foothill, Stanford University, Golden Gate, University of San Francisco, St. Mary's & UC Berkeley- and XIMR and NMIMS in India.

## EXPERIENCE

### EYEQUE.COM

### CHIEF MARKETING OFFICER

7/18 - PRESENT

MIT licensed tech Start-up. At-home eye testing devices manufacturer, selling on Amazon.com and [www.eyequ.com](http://www.eyequ.com)

- Directed Online & Offline Advertising Strategy (TV Ads, Print, Radio, email, PR, Amazon.com, SEO, SEM)
- Supervised Clinical Trials to validate EyeQue's tests versus traditional vision testing by Doctors

### VERAYO

### CHIEF MARKETING OFFICER

6/16 – 7/18

MIT spinoff, Start-up. Un-clonable PUF for diverse global markets like– DOD, FPGA, FMCG, Pharma and Retail. Used for Track-n-trace, big-data analytics and 2-way messaging to B2B and B2C markets.

### DN CONSULTING

### PRESIDENT & CEO

3/02 – 6/13

Interim CMO / VP Marketing. - Delivering rapid, profitable sales growth for **15+ clients**. Key Client highlights:-

- **PARTYGAMING.COM** – (Online Gambling StartUp). Developed launch plan for online gambling brands – eg: Starluck Casino and PartyBingo and PartyPoker. Company IPO in 2005 for 5 Billion Pounds on the London FTSE.
- **TIECON.ORG** - Directed marketing for world's largest global entrepreneurs conference in silicon valley
- **UNITED SOFTWARE** - Real Time Predictive Analytics Models focused on Retail, Healthcare & Social media.
- **RBG ADVERTISING** – EVP role to manage existing clients & “pitch” for new clients
- **MASTERCARD /ACCOUNTNOW** – Created TV Advertising for prepaid debit card to unbanked customers.

### FARMERS INSURANCE GROUP VP eBUSINESS & HEAD STRATEGIC ALLIANCES 2000 - 2002

The \$12 Billion sub. of Zurich Financial Services, 3<sup>rd</sup> largest US carrier of personal insurance (auto, home, life & commercial)

- 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](http://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    1996 – 1998**

Start up. Hi-Tech USA 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 INTERNATIONAL ADVERTISING/ 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; Sales \$1.5 Billion. (now part of Luxottica Group , sales of \$7 billion)

- Directed all marketing & advertising including budgets, forecasting, direct mail, print, TV Ads. Etc.
- 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 Analytics 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 "ThumsUp Man-of-the-Series" Campaigns with Cricketing/Sports personalities, 40+% growth
- 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)    ADVERTISING ACCOUNT PLANNER    1980-1981**

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

**EDUCATION**

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

**USA Citizen. Open to travel, relocate or commute globally. Fluent in 5 languages.**