

Raja Subramoni

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SUMMARY OF QUALIFICATIONS

- Results-driven Marketing Leader with 20+ years of multi-faceted marketing and sales experience in consumer packaged goods and high-tech consumer brands, including Procter & Gamble, Microsoft Corporation (Xbox), T-Mobile, Sonos, and REI.
- Versatile leader in Brand Management, Product Marketing, CRM, Consumer Insights & Analytics
- A record of success at entering nascent industries and global markets quickly delivering results that exceed goals
- Graduate of Brown University (Undergraduate) and Cornell University (M.B.A)

EXPERIENCE

- 2017 - **ADERO, INC (formerly TRACKR, INC)** Santa Barbara, CA
Vice President, Product Marketing/Customer insights
- Recruited as part of an investor-led, Series C fund round, leadership team to transform and turn around TrackR.
 - Led Product and Brand transformation of TrackR portfolio to Adero, including the revised product roadmap, market identification, and new Product and Brand positioning.
 - Led Product Roadmap efforts, including development of integral technologies to extend the Adero footprint beyond B2C into B2B
 - Helped lead overall re-Brand of TrackR to Adero, inclusive of development of all Positioning and GTM Strategy
 - Integral leader within overall Adero Leadership Team
- 2016-2017 **REI, INC. (Recreational Equipment Inc.)** Kent, WA
Vice President, Customer Insights and Analytics
- Leader of Customer Insights & Analytics for the REI-Co-op, reporting to Chief Marketing Officer
 - Establish strategic vision, direction, tool and infrastructure determination, and subsequent implementation of a single customer view across the entire Co-op
 - Oversight of a team of 22 individuals across Customer Insights, Marketing Analytics, Customer Analytics & Data Science
- 2011- 2016 **SONOS, INC.** Santa Barbara, CA
Vice-President Global Product Marketing and Consumer Insights
- Global Lead of Product Marketing, reporting to Chief Brand/Marketing Officer
 - Oversight and accountability of the Sonos product portfolio (hardware and software) and its in-market performance
 - Created, developed and established Product Marketing organization from ground-up
 - Established the Product Story, Marketing Strategy, and Go-to-Market plan for the award-winning PLAYBAR product in March 2013, inclusive of WW media strategy, content creation and CRM strategy.
 - Led the team that established the product story, Marketing Strategy, and Go to Market plan for the award-winning PLAY:1 in October 2013
 - Created the Consumer and Competitive Insights function
- 2007 - 2011 **T-MOBILE USA - DEUTSCHE TELEKOM** Bellevue, WA
Senior Director, Customer Relationship Management (CRM) 06/10-07/11
- Promoted to lead a team of 26 CRM professionals and \$150M+ CRM budget, focusing on the 23M+ Postpaid subscriber base
 - Led all Retention, Cross-sell/Upsell, and Loyalty/Advocacy strategy development and campaign deployment
 - Accountable for all postpaid annual and lifetime subscriber base revenue and subscriber investment costs
 - Led and developed overall 2011 and 2012 CRM Strategic plan across Retention, Loyalty, and Cross-sell/Upsell
 - Coached and guided high performing team, resulting in 7 promotions during 13-month tenure

Director, Consumer and Competitive Insights, 11/07 – 6/10

- Re-established the Consumer Marketing research function at T-Mobile USA, inclusive of extensive vision and charter creation, and extensive hiring of seasoned market research professionals
- Led multiple teams across three core facets of Market Research, with an annual budget of \$20MM+
- Created and drove the development of new Brand Tracking, Customer Satisfaction Tracking, and Advertising Tracking and copy testing measurement
- Led and drove an organization-wide, consumer segmentation effort, including deployment and implementation through Marketing organization
- Managed and coached 10 talented Senior Marketing professionals, resulting in 4 promotions

2000-2007

MICROSOFT – XBOX

Redmond, WA

Director, WW Consumer insights and Business Intelligence, 01/07-08/07

- Recruited by Corporate VP Marketing to lead team of 5 research professionals and to manage budget of \$12M
- Developed and implemented revised Brand Health tracking across Worldwide sales and marketing organization
- Re-vamped Advertising /Media communications testing measurement, implementing cost effective tools to ensure efficiencies in advertising copy creation AND media distribution,

Group Product Manager, Global First Party Games Marketing, 08/05-03/07

- Led a team of 10 Product Marketing and Product Management professionals
- Oversaw and led the overall lifecycle planning and strategy of multiple Xbox and PC games' franchises,
- Led the team that drove the Marketing strategy and execution of Gears of War, achieving 5M+ units sold, worldwide.
- Led the team that drove the Marketing execution of Project Gotham Racing 3 on Xbox 360, achieving status as the most successful Xbox 360 title in Europe in 2005/2006
- Led the team that drove the successful marketing strategy and execution of the 4MM+ unit seller of Age of Empires III.

Group Product Manager, Xbox Live Subscription Service, 09/03 – 07/05

Led PAID subscriber growth to over 2.5MM (100% increase, YOY)

- Full responsibility and accountability for all subscriber forecasts (Acquisition and Retention)
- Overall accountability for multi-million dollar Global Xbox Live marketing budget
- Managed and oversaw media/advertising planning and creative development
- Led marketing strategy around Xbox 360 development of Live subscription service

Group Product Manager, Global First Party Games JAPAN, 01/03 – 09/03

- Exceeded console attach rate goal for First Party games by 21%
- Led team of 8 Product Marketing professionals
- Served as primary conduit between Global Marketing team in Redmond and MSKK team
- Established and led portfolio committee, leading to securing of games content for Xbox 360

Lead Product Manager Racing Games, Global First Party Games, 07/00 – 12/02

- Led development of key Racing franchise strategies, including positioning and value proposition creation
- Successfully launched and established the Project Gotham Racing franchise and the Forza Motorsport franchise

1997-2000

THE PROCTER & GAMBLE COMPANY

Cincinnati, OH

Assistant Brand Manager, Nyquil/Dayquil Brand, Health Care Division, 1/00-7/00

- P&L responsibility of the Nyquil franchise (\$350MM+ annual revenue)
- Developed research plot and initial positioning rationale for Nyquil Cough to drive expansion of Brand's overall revenue by 20%
- Oversaw and managed Nyquil's \$47MM advertising budget and advertising agency relationship

Assistant Brand Manager, Pepto-Bismol Brand, Health Care Division, 6/97-1/00

- Managed overall budget and forecasting for Pepto-Bismol brand
- Oversaw all facets of Hispanic Advertising, including media plan & creative development
- Led the development of a line extension, leading to the creation of a \$150MM+ annual revenue business

EDUCATION

CORNELL UNIVERSITY, JOHNSON GRADUATE SCHOOL OF MANAGEMENT

Ithaca, NY

Master of Business Administration, Finance and Marketing

- Johnson Merit Scholar (Academic Scholarship)

BROWN UNIVERSITY

Providence, RI

Bachelor Arts, International Relations

Bachelor of Arts, Political Science

- Magna Cum Laude Graduate

SKILLS AND ACTIVITIES

Fluent in Spanish. Conversational Portuguese

