

VIK MURTY

INNOVATOR * PROFESSOR * MARKETER

Driven Technology Marketing and Management professional with a passion for commerce and an obsession to understand consumer purchase behavior, especially for consumer technology. Expertise in technology marketing especially in the retailer-manufacturer-consumer space technology. Builds rapid-growth environments with rich experience in creating success in companies and in academic environments.

PROFESSIONAL EXPERIENCE

Universidad del Desarrollo

b.i.t.s. Director & Professor of business innovation and technology strategy, Facultad de Economía y Negocios – 2018-Present

Responsible for impacting the curriculum top modern business models and innovation focus for undergraduate business program reforming Marketing, Entrepreneurship and supporting disciplines. Skills analysis for digital abilities and action plans. Co-designing Master's degree for Technology business. Sit on Curriculum Committee for undergraduate business curricula. Written articles for El Mercurio regarding current state of Technology Business in Chile and globally. Teach Technology Business and Marketing subjects.

Director of Curriculum Impact, Vicerrectoría de Inovacion y Desarrollo – 2018-Present

Sitting on the committee for Digital Transformation, leader of group responsible for digital skills demands and student needfinding, curriculum impact across the university to position various departments to become technologically sophisticated in what they teach and how they teach it. Internal consulting engagements to roadmap change with Engineering, Psychology, Communications, Dental and Health Sciences. Deeper involvement in Business School. Sit on Curriculum Committee for Science, Technology & Innovation. Created and currently teach Human vs Technology class.

Adjunct Professor 2– 2015 - 2018

Professor in Business School teaching in Concepcion and Santiago campuses. Subject matter integrates business strategy, technology and marketing. Created New Product Introduction as an elective and is now becoming a required class as Tech and Innovation. Created elective in Brand Leadership. Taught Tech Ventures, Speak with POWER and Marketing I and II

Awarded Profesor de Excelencia and Mejor Profesor multiple times

CreativeVAMP, LLC – 2012-Present *Principal for Marketing, Strategy and Online Commerce consulting firm* Clients have included Google Shopping: Best Buy-VistaPrint-Rakuten, Channel Intelligence, the Trusted Computing Group, Webcollage Online Merchandising, Sterling Jewelers as well as startups such as CellDrive, BizTags, Product Genius, MoodyBooze, Eno Vision, nSAV energy platform and group7foods. Additionally, Chilean companies worked with

include Difor, Option, Cinemark Chile and Colaboración Virtual

Work centers around the integration of digital marketing into Brand, Product, and Channel strategies using the **SMarT™** method of integrating **Strategy, Marketing & Technology** with the power of PurchasePath™ segmentation and campaign management organized purchase preferences.

EXECUTIVE MANAGEMENT

CHANNEL INTELLIGENCE– Orlando, FL 2007-2013 **Vice President of Marketing and Division General Manager** *Served as a Vice President of Marketing for leading eCommerce company* Leader of market activities globally (45% of company revenues): category and business vision and strategy, complex business models, revenue strategies, product strategy and P&L management. Creation and cross-functional execution of marketing budget and ad plan, strategy, lead generation, shows-webinars and events. Projects include CI Re-branding, Company Website, Product Marketing, and defining and managing agency relationships. Launched products in Where-to-buy, Online Content, Display Advertising, eCommerce, Social Marketing (myList), and Product Search. Worked globally with key retailers and manufacturers.

Key Achievements

- Launched fastest growing new products in CI history, 22% market share in 18 months
- Repositioning of line with new products increased Average Order Value by 265%
- Grew managed vertical revenues greater than 30% per month for 9 months straight: CPG, CE, Computing, Apparel, Tools, Toys, Housewares, and Jewelry

Acquired by Google in 2013

MITSUBISHI – Irvine, CA **Senior Brand Manager & Marketing Director** *for \$900M+ in Digital Television revenues* Owned all Brand, Channel and Product Marketing activities: Product Planning, Shows and Events, Advertising, Public Relations, and Retail Merchandising. Messaging, content production, Dealer summit production, eCommerce channel strategy, led Consumer Segmentation and Brand Assessment studies. Drove key line launches such as 6-color Light Engine and LaserVue. Drove Mitsubishi-tv.com from brochure-ware to Lead Capture website. Achieved 40% market share in DLP Televisions in 2006 , Drove gross margin from below 30% to over 35% under market margin compression, Drove Online Commerce: Lead generation, lead transfer, CRM, ecommerce, integrating HSBC, Texas Instruments and key retailers as partners, Innovative 1080P content produced: in 2005 recognized to be “best-in-class” for retail

SAMSUNG – Ridgefield Park, NJ 2003 - 2005 **Product Manager** *Served as Product Marketing Manager for \$500M+ in Home Appliance Revenues* Owned Marketing budget, product plan, revenue and P&L. Developed and implemented strategy for new products with industry trend analyses, channel expansion, promotions, and

forecasting. Direct marketing contact to foreign factories in China, Korea, and Japan. **Key Achievements**

- Launched Refrigerator Business including side-by-side, 4-door, and Internet HomePad
- Built Consumer Advocacy program to increase Refrigerator sell-through by 40%
- 135% increase in sales for Room Air Conditioner Business in one year 2002-2003

Fidelity: MBA Strategy Consultant: built eBusiness Wireless strategy, award for subsequent research – Paul F. Greene Telecommunications Award, ABC work 1998–2001

DIRECTV: Regional Sales Manager in third largest TV market (Chicago DMA) and for key accounts throughout the Midwest. Increased Chicago DMA acquisition share by 57% 1996-1998

Circuit City Stores: Store Management, managed \$30M in revenues and 60 associates, received Sales Excellence award twice ranked as high as 2nd of 663 1993-1996

Performance Bicycle: Retail Analyst for leading US bicycle company

EDUCATION

- **2003 Master of Business Administration (MBA)** i Babson College – Babson Park, MA

Awarded Babson Fellowship

Concentration in Managing Technology Intensive Enterprises

Paul F. Greene Telecom Award for Digital Strategies in Future data-based Digital networks

Named BCF Senior Trader in Technology strategy

Awarded CFA Grant

Graduated with Magna Cum Laude High Honors

- **1993 Bachelor of Science: Business (BS)** Bentley College – Waltham, MA