

Ragini Murarka

12225 Beestone Lane, Raleigh, NC 27614
919-724-7300 © ragini@murarka.com

Objective

Leverage my E-Commerce, distribution channel management, and software engineering experience in identifying and developing new markets and products for hi-tech companies.

Education

- MBA in Management and Marketing, Santa Clara University, Santa Clara, CA
- MS in Physics and Mathematics, North Carolina State University, Raleigh, NC

Summary of Qualifications

Sixteen plus years of experience in E-Commerce, reseller account management, and software engineering. Accomplishments include

- Created and managed an E-Commerce business using Yahoo's Merchant Solutions to market online workshops for arts and crafts industry.
- Led a cross-organizational project to create an online registration web site off www.hp.com and a marketing database of over 11,000 small business resellers.
- Created and executed strategies to support sales of HP's computers, peripherals, and consumables through Direct Marketer accounts to \$1B revenue in three years.

Currently, I am managing a project to create an online community of power utility companies to enable them to effectively collaborate on environmental research initiatives.

Professional Experience

Ish Inc, Sunnyvale, CA

2002 – Present

Consultant / Online Marketing Initiatives Manager

Created an online business to develop and market E-Learning workshops to teach a variety of arts and crafts techniques through do-it-yourself project kits.

- Identified an opportunity to market E-Learning workshops in arts and crafts industry.
- Developed an online store www.crafts-workshops.com, featured on Yahoo's Shopping Mall to sell E-Learning workshops and supplies using credit cards.
- Formed partnership with artists to create ideas and develop workshops for nineteen arts and crafts projects.
- Increased revenue by 23% in 2004 through creative marketing programs and online tools such as Google and Overture.

Hewlett Packard Company & Agilent Technologies, Santa Clara, CA

2001 - 1983

Business Development Manager, Growth & Emerging Technology Group (2000 – 2001)

Identified multi-million dollar revenue opportunities from services targeted at customers of test and measurement equipment.

- Created a services portfolio for small and medium size companies in the emerging technology industries.
- Led a cross-functional team of six members to implement financial services targeted at start-up companies in communication and computer industries, generating incremental revenue of \$4M within three months.

Hewlett Packard Company & Agilent Technologies, Santa Clara, CA (cont)

Online Reseller Registration Program Manager, Channel Marketing Group (1999-2000)

Led creation of a web based infrastructure to enable HP's second tier resellers to directly register for programs and benefits.

- Managed a cross-functional team of five members, two vendors, and \$100K budget to design and develop a web based infrastructure that linked to www.hp.com.
- Created a marketing database that enabled thirty-five product lines to conduct targeted marketing campaigns and to track sales performance of over 11,000 second tier resellers.

Business Development Manager, Channel Marketing Group (1997-1999)

Created and executed strategies to increase market share for HP's computers and peripherals through Direct Marketer channel.

- Identified a market opportunity, presented a business plan to senior management, and secured support for executing the plan to maximize revenue from Direct Marketer channel partners.
- Enabled 400% revenue growth in three years by persuading senior management of LaserJet printers, desktop computers, and enterprise storage product lines to distribute their products through catalog resellers.

Reseller Contracts Manager, Channel Marketing Group (1996 – 2000)

Managed a cross-functional team of eight people to develop and update annual contracts that supported distribution of over 2,500 computer products and annual sales of \$10B.

- Developed an integrated solution to manage contractual relationships with the channel partners and links to the order processing and pricing systems.
- Created and conducted training on distribution strategies for indirect channels to over fifty internal product and marketing organizations.

Pricing Communication Program Manager, Channel Marketing Group (1992 - 1996)

Conceptualized a breakthrough solution to automate and streamline delivery of online pricing communications to all U.S. Resellers.

- Drove creation of a unified platform for achieving accuracy and consistency of pricing communications across multiple media.
- Secured a \$75K budget from senior management for platform implementation, enabling generation of online pricing communications with 25% decrease in headcount.

Sales Support Manager, Channel Marketing Group (1990 - 1992)

Managed the customer escalation process and created tools to improve the productivity of a forty-member support team.

- Managed a team of eight members to develop a centralized information system based on Novell Network technology, resulting in increased team productivity by 15%.

Senior R&D Project Manager, Semiconductor Productivity Division (1983 – 1989)

Managed a team of three engineers to develop and maintain software solutions for semiconductor manufacturing industry..

- Collaborated with Fortune 500 companies such as Intel, Sony, AMD, etc. to develop and implement an engineering data analysis system and subsequent four upgrades at over 100 manufacturing sites, generating \$7M in revenue.