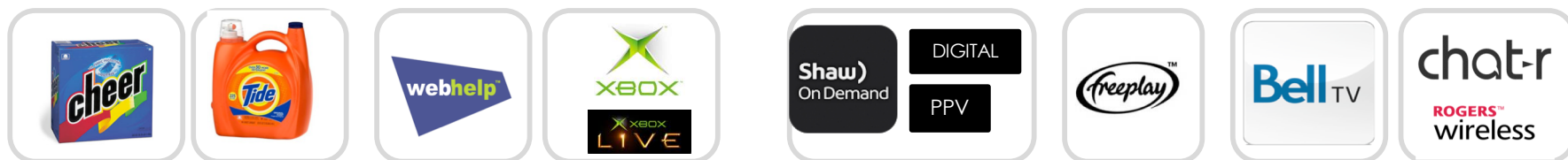


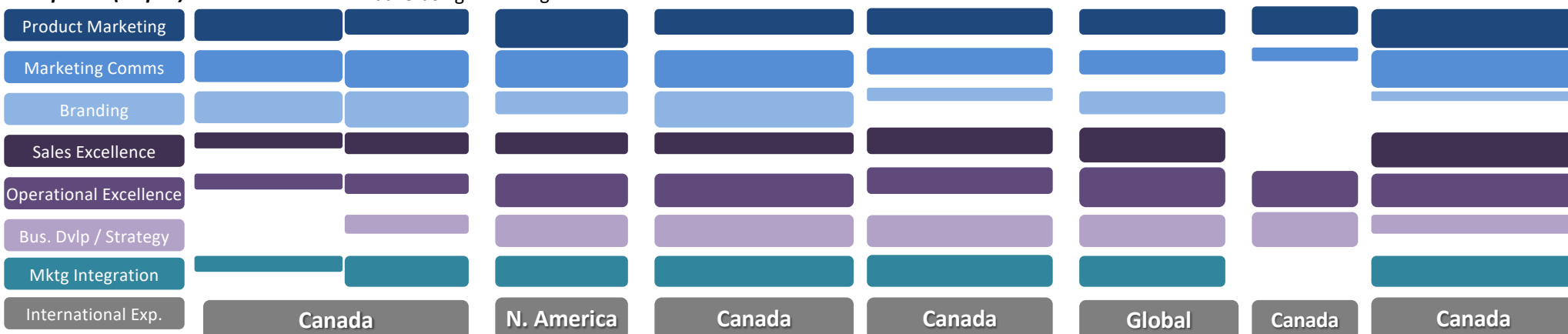
RAHUL SHARMA | VISUAL OVERVIEW OF CAREER BY DISCIPLINE



Synopsis

- Repositioned Ivory Snow
- Developed Quebec Region for Cheer
- Established differentiated brand equity for Cheer
- Partnerships
- Tide's 50th
- Re-launched liquid category driving explosive growth (20% category, 300% product line)
- TV advertising
- Wave one .com
- Consumer search portal
- Bought and sold media
- Sold online subscriptions – rev/engagement grew 64%
- Xbox Marketing roles: Platform/Marketing/Communications/Advertising/launched Xbox Live/built .ca/ Editor.ca
- Built 1st Original Xbox Brand Creative
- Premium bundling
- Built VOD business which grew 16x in 16 months with 8% organic growth rate, most profitable can service
- Reduced CPE subsidy by 50%
- Successfully applied for national PPV license
- Restructured sales team and grew +6% gross margin +23%
- Share grew from 2 to 7%
- Launched e-comm, grew share +22% to 30%
- On line and on demand video platforms
- Re-launched TV Online – web
- Integrated multi-screen video
- Marketing Lead for Chatr (GTM, CBM, .ca, Brand, channel)
- Rogers Postpaid Segment mkt

Disciplines (Depth)



Scope & Awards

