

# NICOLA RAO

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## WORK EXPERIENCE

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| <b>reMarkable</b><br><i>Global Head, Brand</i> | <b>Jun 22-Present</b><br><i>Oslo, NO</i> |
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- Established Brand as a core growth driver, anchoring the company around a clear manifesto and long-term vision
  - Defined brand positioning, category leadership and differentiation strategy around “Better Thinking”
  - Built the brand foundation (personality, archetype, principles) and translated it into a scalable brand architecture and naming system
  - Led storytelling across consumer and enterprise, including pitch decks and strategic partnership narratives (e.g., Slack, Miro and other confidential initiatives)
  - Developed the software-layer narrative connecting reMarkable to workflows, AI and productivity ecosystems
  - Built and governed distinctive brand assets (visual, verbal, sonic) to ensure cut-through in global campaigns
  - Designed and implemented a holistic packaging and retail vision system across products, accessories and future categories
  - Established systems to measure and grow brand equity and performance
  - Anchored the brand internally with leadership and cross-functional teams to ensure societal and strategic coherence
  - Built and led the global brand team; launched the brand portal to scale governance and consistency
  - Drove strategic partnerships and channel strategy, incorporating retail and distribution insights (Apple, Amazon, Flipkart) into expansion decisions
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| <b>Telenor Group</b><br><i>Global Head, Brand Identity &amp; Governance</i> | <b>Feb 19-Jun 22</b><br><i>Oslo, NO</i> |
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- Led the creation of Telenor’s global brand identity and design strategy with a strong focus on a revenue generating user experience and consistent implementation in 15 international business units across Nordics & Asia
  - Provided guidance on go-to-market strategy, market expansion, brand platform development & naming
  - Worked with Group Legal to manage Telenor’s brand equity, assets and policies on a global scale
  - Increased value of Telenor’s brand equity by implementing a holistic brand management system
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| <b>Telenor Digital</b><br><i>Director, Brand Portfolio &amp; Governance</i> | <b>May 16-Feb 19</b><br><i>Oslo, NO</i> |
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- Developed the brand platform, identity and communication strategy for adjacent tech businesses (e.g., Wave Money in Myanmar, Valyou in Malaysia, Tonic in Bangladesh, Telenor Banka in Serbia, Telenor Microfinance Bank and Easy Paisa in Pakistan)
  - Optimized digital brand identity & design assets for better customer journeys and user experiences
  - Worked with Apple, Google & Facebook on strategic principles and guidelines for app design and taxonomy
  - Assisted in streamlining, automating, and supporting more efficient global marketing processes through the development of the Marketing Resource Management platform
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| <b>Telenor Group</b><br><i>Senior Manager, Brand</i> | <b>Jul 13-Apr 16</b><br><i>Oslo, NO</i> |
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- Developed the brand portfolio strategy for Telenor’s core and adjacent tech businesses
  - Implemented and trained over 1,000 employees on Telenor’s Strategic Marketing Framework across Europe & Asia
  - Created the Strategic Marketing course in collaboration with London Business School for 20k Telenor employees, resulting in +8 NPS
  - Advised Group Legal on trademark management, brand policy and conflict/infringement resolution
  - Setup a revenue stream by executing brand licensing agreements with 13 international business units
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| <b>Telenor Group</b><br><i>Manager, Brand</i> | <b>Oct 12-Jun 13</b><br><i>Oslo, NO</i> |
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- Built and implemented campaigns to establish the Telenor Group brand in Asia
  - Created communication plans and material to increase TOM and brand recall
  - Assisted in updating design, usage of the brand logo and naming
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| <b>Telenor India (Uninor Karnataka)</b><br><i>Regional Head, Brand, Marketing Communication, Internal Communication &amp; PR</i> | <b>Sep 09-Aug 12</b><br><i>Bangalore, IN</i> |
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- Launched the Telenor brand (Uninor) in Karnataka in Dec 09 as part of the single largest roll out in telecom history
  - Recruited and managed a team of 18 to execute and deliver on high impact projects within very tight time frames
  - Developed the go-to-market plans for all new campaigns with strong focus on native culture, targets and budgets
  - Established the Telenor culture, values & way-of-work through effective internal comms and employee engagement
  - Created and implemented a communication calendar and vehicle strategy with clear monitoring & optimization
  - Managed proactive and reactive PR activities, including the announcement of new products and services

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## Vodafone India

Manager, Marketing

Aug 07-Aug 09

Bangalore, IN

- Assisted on the re-branding of Hutch to Vodafone
- Managed the Advertising & Promotion budget to deliver on the overall business objective
- Launched innovative methods to Media Planning and visibility to build brand saliency
- Conducted diagnostic research programs on Brand Health & Visibility
- Implemented consumer and trade engagement programs
- Ensured hygiene of communication at both exclusive and non-exclusive retail outlets
- Created employee engagement initiatives, newsletters & internal communications
- Managed the content development and updating of Vodafone.com for Karnataka

## Vodafone India

Deputy Manager, Marketing

July 06-Aug 07

Bangalore, IN

- Developed the campaign strategy for acquisition, usage and retention of prepaid subscribers
- Handled a revenue target of INR 100mn (USD 1.18mn) in Prepaid (75% of total company revenues)

## Vodafone India

Assistant Manager, Marketing

May 05-June 06

Bangalore, IN

- Handled the music vertical which included caller tunes, ring tones and voice
- Handled a revenue target of INR 60mn (USD 700k) in Value Added Services
- Developed the Content Management strategy to offer relevant and latest music offerings
- Implemented programs to increase usage and penetration of Value-Added Services & Roaming products
- Developed alliances with over 50 lifestyle brands used as part of Vodafone's loyalty program

## EDUCATION

### Telenor Academy

Leadership Program

Nov 18-Feb 19

Oslo, NO

### Google

Advanced Google Analytics Certificate

July 18

Online

### Udacity

Digital Marketing Nano Degree

Nov 17

Online

### Insead

Strategy Execution Program

Jul 16

Paris, FR

### Zenergy

The Art of Facilitation Program

Sep 14

Almhult, SE

### Xavier Institute of Management and Entrepreneurship

Postgraduate Diploma in Business Management (MBA)

Feb 03-Jun 05

Bangalore, IN

- GPA: 6.3/7
- Specialisation in Marketing

### Bangalore University

Bachelor Business Management (Marketing major)

Jul 00-Jun 03

Bangalore, IN

- GPA: Ranked No 1 in the University
- Proficiency Gold medals in Business Law, Statistics and Mathematics, Business Economics, Commerce, Accountancy

## SKILLS & INTERESTS

**Languages:** English (native), Hindi (native), Norwegian (B1), French (basic), Kannada (basic), Tamil (basic)

**Interests:** Exploring new places and cultures (40+ countries), pursuit of happiness and spirituality, financial investing