**Yogesh Marimuthu, Chief Information Officer**

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**Business Growth & Customer Satisfaction From IT Innovation**

**IT Leadership in Retail, Manufacturing, Education, & CPG Companies**

**Startup, Growth, & Turnaround Success as CIO, COO, & CEO**

**Strategic business partner** who heads digital and business transformation for cost savings, innovation, global market expansion, automation, online sales, and consumer reaction. Long term strategists and Business co-creator using technology to drive business strategy. **Growth-focused change agent** driving turnarounds, market entry, outsourcing, AWS-enabled ecommerce, and mobility. PMP, CSM, and MBA credentials. Able to relocate.

Strategic Planning - Cybersecurity - AI - Executive Collaboration - Blockchain - Analytics & BI - Vendor Negotiations

Augmented Reality - AWS - Robotics & RFID - Offshore Teams - ERP - Revenue Success - Ecommerce - Cost Savings - IoT

Machine Learning - Cloud & Mobile - Digital Supply Chain - P&L - Demand-Driven Forecasting - SEO - Team Direction

**Customer-Centric, Cost-Effective IT Solutions**

**Digital Transformation —** **Facilitated transition into enterprise-class organization** (retaining customers and tightening cybersecurity) as University of Hartford CIO. Set IT governance, business continuity, mobile payments, and new ERP strategy for stronger performance.

**Influencing Business Growth, Efficiency, & Cost Savings Through Robust IT Solutions**

* **AI & Virtual Reality Solutions** Including Augmented Reality, Bots, & Adaptive Technology
* Rapid Solutions Deployment for Data Validation, QA, & Business Improvements at St Paul Travelers
* **Online & Social Media Strategies** Boosting Company Reputation & Customer Relations
* Offshore Teams (India) **Built With Accenture**

**Cybersecurity Initiatives —** Bolstered protection against internal and external threats at 8,500-user campus; increased user awareness through new cybersecurity training.

**Cost-Saving Solutions —** Eliminated 25% of ERP costs with redesign to ERM system, using Agile, RUP, data mapping, and use cases.

**E-Commerce Strategy —** Grew revenue via digital marketing and ecommerce functions (ordering, auctions, bidding) tuned for mobile; implemented Amazon alliances plus SalesForce, QuickBooks, and BigCommerce platforms.

**Professional History**

**Ellucian – University of Hartford** |2018–Present

**Chief Information Officer**

**🞟🞟 Digital Transformation, Cybersecurity, & Digital Payment Strategies in 8,500-User Environment 🞟🞟**

Oversight of Application Services, Infrastructure, Networking & Communication Services, InfoSec,

Enterprise Systems Project Management, Middleware, & Data Warehouse - 20+ Internal Reports, Plus Offshore & Vendor Teams

*Strategic Technology Planning - Productivity & Efficiency - RFPs - Stakeholder Satisfaction - Security Policy*

*Executive Collaboration - Business Cases - IT Governance - Risk Identification & Mitigation*

**Head technology strategy, digital transformation, IT governance, cybersecurity,** AI and virtual reality, mobile payments, and other initiatives in high-profile position – focusing on cost-effective, value-added IT solutions aligned with growth needs and distinguishing organization in competitive industry. Oversee IT products, support, and service delivery to campus enterprise, including operations, 3rd-party integrated solutions, and Student Success strategy. Confer with IT leaders enterprise-wide, including Business Transformation Council; lead modernization / other projects including Banner, Kronos, cloud, VR, benefits, digital catalog, and mobility. Chair Information Technology Executive Council. Hired IT team members.

* **Cybersecurity Strategy**: Strengthened protection against **ransomware, hacking, DDoS,** shadow IT, Cloud Stack, internal staff, mobility, and IoT vulnerabilities; blocked 80% of spam emails) with Palo Alto, Barracuda, firewall, incident response, multifactor authentication, vendor access, and other controls; led user training to build awareness.
* **ERP Upgrade**: Administered massive customization and migration to browser-based, mobile-enabled Banner ERP **(flagship, 3-year project)** requiring offshore and US team coordination with Hartford IT, deep business process analysis, and collaboration across Finance, A/R, Admissions, and other functions.
* **Digital Transformation & Modernization**: Spearheaded automation projects including digital time card / Google Pay.

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**Ellucian – University of Hartford**

**CIO** *(Continued...)*

* **AI & Virtual Reality: Set new IT direction** including AI for Siri / Google connectivity and online FAQs / augmented VR for teaching.

**Technology Innovation & Transformation**

* SWOT & Gap Analysis For Business Needs
* **$30K ROI From Use of Ellucian Consultants**
* Integrated Vendor Solutions (Degreeworks, Cashnet, Academic Works, ESCI, & Others)
* Widened focus to include all end users; presented AI benefits (bots, adaptive learning technology, analytics).
* **Cost Savings**: Cut $10K annually with electronic recycling, saved 8% with new hardware vendor.

**Ecommerce Startup Companies (inQbrands / Dee & Ida)** |2015–2017

**Head of Business Operations & Technology; COO**

**🞟🞟 IT, Ecommerce, & Digital Strategy for Global Operations & Private-Label Operations (China & US) 🞟🞟**

Oversight of Digital Marketing, Ecommerce, Private Label Marketing & Ecommerce, Project Execution, Partner Relations,

Amazon Alliances, Product Strategies, & New Technology Platforms

*Amazon-Enabled Ecommerce - Multi-Brand Strategies - Digital Supply Chain - Cross-Functional Teams - Marketing & Sales*

*Business Cases - Category Insights - Executive & Board Presentations - Packaging - Branding - Analytics - SEO & SEM*

**Launched and grew thriving ecommerce operations as technology advisor** to executive teams at CIO level – driving US market entry for China-based private label manufacturing firm (direct competitor to Alibaba Group and founded by MadeinChina.com) **selling in Wal-Mart, Costco, and Amazon**, plus store-within-store concept in large retailers (launched with $3.5B NYSE public company Fred Smith Enterprises). Implemented SalesForce, QuickBooks, and BigCommerce platforms.

* **ERP & Global Sourcing**: **Improved product development** and accountability with custom platform handling complex 500,000 sq ft warehouse and 1,700+ APAC-sourced products. Identified optimum logistics partner offering fast shipping.
* **Private Label Strategies**: Built digital marketing by leading customer discovery sessions; presented ecommerce strategy to C-suite.

**Analytics, Ecommerce, & Partner Strategy**

* Identification of Viable Retail Partners
* **Top-Profit Assortment, Pricing**, Packaging & Merchandising Within Product Categories
* Marketing & Cross-Functional Leadership
* Worked with cross-functional teams on **Amazon negotiations, placements**, and social media/ influencer strategies.
* **Disruptive Retail Solution**: Built high-margin impulse buy concept (2,000 globally sourced products) and operations / supply chain model. Led branding and 350+ manufacturer visits. Rolled out smart checkstand and interactive video.

**“I am and will continue to be most impressed** with Yogesh’s honesty, dedication, and integrity. In a short period of time, he was promoted to COO overseeing Accounting, Logistics, and Marketing. **From representing the company overseas in China** to rolling up his sleeves, he is an executive who is not afraid to get his hands dirty tohelp with the overall goals of the organization.” ***- CEO, Fred Smith Enterprises***

**Shangri La Tea Company Inc.** |2007–2015

**CEO; CIO – Corporate Officer & Direct Report to Board**

**🞟🞟 Unprecedented Growth & IT Changes Boosting Revenue & Decreasing Costs 🞟🞟**

Oversight of $25M Budget, CAPEX & IT Strategy, Technology Infrastructure, Ecommerce, & IT Operations

*New Technology Solutions - Upgraded Infrastructure - Cloud-Enabled Operations - Sales & Tracking Automation*

*Revenue Growth - Distribution Strategy - Cost Savings - Project Management - Inventory Automation - Board Influence*

**Leveraged IT and leadership expertise to boost profits** from process efficiencies, global reach, e-commerce, brand recognition, and new sales channels at global provider of specialty products to foodservice and retail (facing competition from Coca-Cola and other brands). Led program / product and service design, marketing, delivery, and quality; managed fiscal strategy without incurring debt). Presented CAPEX and IT spend to Board. Promoted company through event sponsorships.

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**Shangri La Tea Company Inc.**

**CEO; CIO** *(Continued...)*

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| * **IT Innovations**: Incorporated new functionality **increasing revenue**, including Amazon sales, e-commerce mobile device resolution, product features on retailer sites, and blog focused on corporate social responsibility. * **Cost Savings**: Trimmed $250K with cloud solutions and attained $100K+ inventory savings from exiting non-profitable businesses. Cut 30% in COGS. * **New Online Revenue Stream**: **Increased top-line results** with ecommerce **sales** and brought in Salesforce to manage leads. Built direct sales via Amazon. * **Strategic Direction**: Negotiated contracts with Marshalls, TJ Maxx, Whole Foods, Amazon, Ross, and other chains, led quality strategies winning awards. Streamlined warehouse production and introduced operations controls. | * New Broker Model Generating **$100K Net Profit;** Cut Non-Profitable Lines * Program Management Support **For Platform & Services Adoption** * Market Demand Updates |

**Sagar Soft Inc.** |2003–2007

**Senior Technology Executive; Implementation Leader; Stakeholder Relations & Offshore Team Contact**

**🞟🞟 Technology-Backed Business Improvements at St. Paul Travelers, The Hartford, Cigna, & Other Clients 🞟🞟**

*Program & Project Delivery - Large-Team Direction - Enterprise-Wide Implementations - Technical Design Specs*

*Systems Redesign - Project Oversight & Deployment - Stakeholder Relations - Six Sigma - ERM Systems - Use Case Analysis*

**Managed enterprise-level projects to deliver business improvements** at insurance corporations. Planned, managed, and deployed IT initiatives of enterprise-level scope; built requirements and led project teams against tight deadlines and interdependencies. Executed project turnarounds, expedited time-to-market for, led system upgrades, redesigned ERM led on-site and offshore improvements, and built offshore test capability.

**Distributor Information System Corporation** |2001–2002

**Business Analyst / Project Coordinator (Consultant)**

**🞟🞟 New Offshore Relationships for Critical Project Delivery 🞟🞟**

*Business Process Analysis - Vendor Relationships - Software Package Changes - Team Direction - Architecture Design*

**Led development of technical architecture and enhancements** to ERP distribution applications; identified outsourcing resources in India for significant cost savings and built technical architecture / design for application conversion. Handled wide range of technology changes, requirements analysis, project management, and offshore coordination.

**Senior Programmer Analyst / Team Lead, Telepartner International, Inc.**

*Spearheaded state police department web applications project, incorporating security, dispatch, and employee training.*

**Education, Credentials, & Affiliations**

**MBA** - University of Hartford, CT

**BS in Computer Science** - University of Madras, Loyola College, Chennai, India

Certified Scrum Master **(CSM)** | **PMP** | **Six Sigma Green Belt**

Project Management Institute & Scrum Alliance Organization

**Technology Capsule**

Augmented Reality - Big Data Hadoop - AI - Amazon Web Services - Cloud-Based Data Warehouse (Snowflake)

Mobile Development - Blockchain - Chatbots - Machine Learning - ERP - IoT - Drone Inventory Management

SAP - VMware - NetSuite - Oracle E-Business - MS Dynamics - Fishbowl - Oracle, SAP, JDA WMS

Channel Advisor - Magento - Shopify - BigCommerce - WooCommerce - Celect