**Vishnu Vasan Nehru HiL Validation Engineer**

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562, TR Muniswamappa Building, 1s t Main, 6th Cross, Ramagondanahalli. Bangalore, India - 560066

**HiL Validation Engineer** with over 8 years of experience in the ECU SW and Model Development, ECU Testing Techniques, Test Automation Development, HiL Testing and Project Coordination. Extensive Knowledge and Experience in Power train ranging in the breadth of SW Development Process.

**Areas of Expertise**

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| * Real Time Test Automation | * Mathematical Modeling | * Technical Expert |
| * HiL Testing | * ECU SW Development | * Programmer |
| * Test Automation Development | * ECU Testing Techniques | * Project Coordination |

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| **Experience & Notable Contributions** |

**L’OREAL  New York, NY  2006 - Present**

**Director of Marketing**

Create and maintain marketing opportunities for product launches and events. Identify innovative methods to reduce department costs and increase revenue. Referenced multiple times in articles for pioneering exceptional advertising campaigns.

* Negotiated new contracts with vendors, saving $120K to marketing department
* Recruited, hired, and trained over 30 marketing and sales specialists, improving overall sales targets by 24% while maintaining 86% in employee retention
* Directed launch of 12 new product lines, with total annual revenue of $1.3Billion

**Key Accomplishment**:

* Developed new promotional campaign by bundling products together, increasing sales revenue by 13% with projected year-on-sales growth of $400K

**PANASONIC  Farmington, MI  1996 - 2006**

**Marketing Manager**

Developed of marketing strategies that broadened our brand awareness and our company’s web presence. Focused our department towards environmentally friendly approaches.

* Managed all corporate marketing functions with budget of $2MM, including brand management, product launch, advertising, marketing collateral, and events
* Led design of new packaging that utilized cheaper and environmentally-friendly materials, saving $50K in costs, and earning Green Award from Panasonic International
* Grew home appliance line category, increasing revenue by $2MM annually despite economic recession

**Key Accomplishment:**

* Established new social media team including Content Developers, SEO Specialists, and Media Technicians that grew company’s web presence and global brand awareness by 34%

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| **Education** |

**Master of Science, Marketing**

Fordham university | Bronx, NY

**Bachelor of Science, Marketing**

CONCORDIA UNIVERSITY | Ann Arbor, MI