

Vidur Luthra

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GLOBAL TECHNOLOGY EXECUTIVE ENTREPRENEUR EDUCATOR

Accomplished technology executive, consultant and entrepreneur who successfully founded, built, scaled, and sold three companies in the digital advertising and consulting space. Product Management and Marketing leader for multiple technology products. Well versed in building offices, acquiring customers, and leading teams in differing geographies and cultures. Has successfully led negotiation efforts for acquisition as well and sale of multiple companies. His companies have won several awards for growth, best place to work, citizenship, campaigns etc.

- Global business growth and leadership
- P&L Management
- Merger and Acquisition experience
- Product Management and Marketing

TEACHING ENGAGEMENTS

Visiting Faculty, Cornell University SC Johnson College of Business

Leading the Tech Ecosystem initiative at Cornell University SC Johnson Graduate School of Business
Co-Instructor for the Digital Technology Immersion Practicum class

ENTREPRENEURIAL EXPERIENCE

CEO and Co-founder of Resultrix , March 2008-2014

Co-founded Pay for Performance Digital Advertising Agency with a technology focus
Scaled the company to over 100 employees in 3 years with offices in Seattle, Singapore, Dubai and Mumbai India
Led business development efforts to garner multiple fortune 1000 clients
Resultrix was acquired by the Publics Groupe (3rd largest Advertising and Communication group in the world)

CEO and Co-founder of Vega Consulting LLC, 2003–2014

Co-founded Vega Consulting LLC. A leading consulting, managed services and staff augmentation company in the Seattle area
Scaled to 150 plus consultants and over 20M in revenues
Acquired two specialized consulting firms and rolled them into Vega
Awarded second fastest growing company in the northwest and one of the fastest in the US.
Vega was acquired by Artech Information Systems in 2014 (one of the largest consulting and staffing companies in the US)

Chairman of board and founder of Vega Performance Marketing, 2011-2014

CORPORATE EXPERIENCE

Director Product Management & Marketing Windows Live and MSN.com - Microsoft (2005-2008)

Responsible for product management, marketing & business management for Live.com (now called Bing.com) personalized page and Windows Live Essentials (package including msn messenger, hotmail, photos etc) (2006 – 2008)
Led GTM efforts for \$1billion+ portal MSN.com including its channels - news, auto, music, money, shopping, etc (2005-2006)

Group Product Manager, Director of Product Management – Windows Client OS – Microsoft (2001-2005)

Responsible for driving long term strategies and investments to grow the Windows client revenues in key emerging markets with specific focus on the BRIC (Brazil-Russia-India-China) countries. This leadership position also involved introducing and innovating new product and business model for windows based PC's in emerging markets

Product Manager - Group Product Manager - Mobile Devices Group- Microsoft (1998-2001)

Led the enterprise marketing and partner channel development and marketing efforts for the Pocket PC, Handheld PC and the Windows Mobile Smartphone

Sr Consultant – Staff Consultant – Accenture (1993-96)

Led multiple projects across several industries (packaged foods, chemicals, rubber, paper) related to re-engineering business processes, system design and system implementation in areas of finance & accounting, purchasing, manufacturing etc.

Software Engineer – TATA Steel (1992-93)

EDUCATION

MBA, Strategy, Cornell University, SC Johnson College of Business, Ithaca, NY, 1998.

MSc, Economics, BITS, Pilani, India, 1992

BE, Computer Engineering, BITS, Pilani, India, 1992