

Raina Kumra

Co Founder at Mavin, Inc.

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Summary

Raina is also a co-founder of Mavin, a mobile startup focused on affordable internet access. Gigato, Mavin's 1st product is India's first sponsored data platform and user engagement tool that benefits both end users and developers. Raina Kumra is also the CEO of Juggernaut, an agency focused on digital, design and disruption through behavioral & brand strategy. Clients include: The Knight Foundation, The Walt Disney Company, & the Federal Government. Raina was recently featured on the cover of Fast Company as a leader of Generation Flux, representing the future of an adaptable career in business. Raina Kumra previously served as Co-Director of Innovation at the BBG, the world's largest international media organization. The new leadership team advanced the BBG's mission to reach global audiences & protect journalists and brought in agile development, public-private partnerships and innovation under the Obama Administration. Prior to that she was the Senior New Media Advisor in the State Department's Office of eDiplomacy. She also founded & advised several NGOs focused on international development. Previously, Raina led the conversion of Wieden + Kennedy New York to a full-service digital agency in her role as Director of Digital Strategies & spent a decade in digital advertising. Raina has worked with The Knight Foundation, ONE.org Microsoft, Burberry, Nike, Nokia, Levi's, Unilever, Nestle, Avaya, IBM, Intel, Cantor Fitzgerald, Johnnie Walker, Match.com, ING Direct, ONE.org, Mentos, JWT, ABC Family, EA, ESPN, Brand Jordan, & several of the world's best brands. Raina holds a B.S. in Film Production from Boston University, an M.A. in Interactive Telecommunications from NYU's ITP program and an M.Des.S. in Design Studies for Digital Applications in Urban Planning and Architecture from Harvard University. Her work has been published in several journals and is part of the MoMA permanent collection. She is a member of The Council on Foreign Relations.

Specialties

Interactive, Digital, Branding, Change Management, Business Development, Lead Generation, Pitches, and cross project Consulting, Getting stuff done, getting stuff made and making work fun. Interplay between urban fabric and environmental advertising. Technological trend spotting and theme based research for first phase marketing planning. Scenario planning and Futurecasting, Perception dynamics, Influencer tactics and seeding, Technical understanding from programming through play, Negotiation

Experience

Co Founder at Mavin, Inc.

January 2014 - Present (1 year 9 months)

Mobile startup working to make the internet more affordable in emerging markets via fully sponsored data plans paid for by your favorite apps.

CEO at Juggernaut Agency

August 2006 - 2015 (9 years)

The agency works to provide cross-cultural impact for its clients. Recent Clients include ONE.org and The Walt Disney Corporation & Knight Foundation. The agency has worked on digital and traditional strategic projects for the following clients: Nike, Neiman Marcus, Nokia, Gallo, Monocle, Adidas, Bordeaux Wines, The City of Amsterdam, Burberry, OMA, HP, Medic Mobile and FrontlineSMS:Credit.

Director of Innovation at Broadcasting Board of Governors

June 2011 - November 2012 (1 year 6 months)

Raina Kumra and Robert Bole are Co-Directors of Innovation at the BBG. The new leadership team will help advance the BBG's mission to reach larger worldwide audiences where they are through innovation, enterprise journalism and audience engagement. Bole and Kumra will carry out the Board's plan to streamline functions across international broadcasting, through collaboration between all BBG networks: the Voice of America, Radio Free Europe, Radio and TV Marti, Radio Free Asia, and the Middle East Broadcasting Networks. The new team will also focus on private-public partnerships, building on the BBG's proven success in this area. The Director is tasked as the driving force for digital innovation and platform strategy at the Broadcasting Board of Governors (BBG) as well as leading an innovation agenda and activities across the Networks including the Voice of America (VOA), Radio Free Europe/Radio Liberty (RFE/RL), Radio Free Asia (RFA), Radio and TV Martí, and the Middle East Broadcasting Networks (MBN) - Radio Sawa and Alhurra Television. The Director serves as a key member of BBG/IBB executive management team, contributing to strategic planning, content direction, channel development. The position is responsible for executing innovative audience engagement, enhanced user experiences, fresh cross-platform programming and online/mobile strategies <http://goo.gl/8Mdbj>

Senior New Media Advisor at U.S. Department of State

August 2010 - August 2011 (1 year 1 month)

The Office of eDiplomacy and the Diplomatic Innovation Department within it has been a permanent part of the Bureau of Information Resource Management since October 2003. Formed in response to recommendations from the Overseas Presence Advisory Panel that the State Department improve its ability to communicate and share knowledge, the Office has three broad mandates to: * bring State diplomats into the Information Technology decision-making process; * improve ways to connect to and collaborate with others inside and outside State; and * promote knowledge management.

Founder at Light Up Malawi

2009 - 2011 (2 years)

Light Up Malawi is a venture to bring renewable energy to the country of Malawi through policy reform, job creation and the creation of a sanctioned pilot program for all manufacturers of solar, biomass, and wind energy products. Manufacturers get a break on tariffs, get to participate in a sanctioned high profile program and villagers without power get an energy source at low cost or no cost and job skills. Energy access is one step out of the poverty cycle and this dual pronged effort can help people and prevent further environmental

damage. This is a coalition, of many ideas to take one nation off the grid. Light Up Malawi is now run executive director, Ryan Renner while Raina serves on the advisory board.

Visiting Professor at Hogeschool Van Amsterdam

March 2006 - April 2009 (3 years 2 months)

Taught a class of 60 students during spring semester at HvA in Amsterdam in the Department of Interactive Media (part of the University of Amsterdam). The class was entitled Video in Public Space and bridged the areas of interactive and video art, urban planning and architecture, and advertising and marketing.

Digital Creative Strategy Consultant at Wieden + Kennedy London

February 2008 - May 2008 (4 months)

Digital Strategy and Creative Strategy executions for several Nokia product launches in India, US, and UK.

Director of Digital Strategy at Wieden + Kennedy

August 2006 - January 2008 (1 year 6 months)

- Created a profitable, full service digital department in one year starting from scratch
- Led the conversion from traditional agency to digitally fluent and proficient, department by department
- Defined strategy, recruitment, processes and agency POV for a holistically integrated and innovative digital practice
- Educated and inspired agency and departmental heads on digital futures as well as one on one creative development
- Clients include Nike, Nokia, ONE.org, ABC Family, EA Games, Brand Jordan, Proctor & Gamble, and Sharp AQUOS

Senior Interactive Producer at Bartle Bogle Hegarty

September 2002 - August 2005 (3 years)

Led the day to day production for all digital projects across all clients, acted as digital liaison for all clients and account teams. Also managed several design projects in print and other media and worked exhaustively on all new business pitches involving any design or digital component.

Interaction Designer at R/GA

2004 - 2005 (1 year)

- Interpreted and refined client strategy with creative, user centered design proposals
- Developed functionality and content that serves users and client goals collaborating with designers and programmers
- Architected user information flows, interfaces, wireframes, schematics and all conceptual development materials
- Research techniques in cross industry advertising, marketing and technology to enhance overall design and strategy
- Clients include Nike, Nestle, Avaya, IBM, Intel, Bank of America, Target, Aveda, Ian Schrager Hotels and Nokia

Interactive & Video Content Producer at Newsweek/MSNBC.COM

March 2001 - November 2002 (1 year 9 months)

- Responsible for creating, editing, and streaming of all audio and video content on national news website
- Designed and produced video content including weekly backstory interviews with writers at Newsweek

Researched and designed content for interactive flash applications and website production • Liason to record labels and film companies for procuring media for Newsweek.com

Marketing Assistant at Paramount Pictures/ VIACOM - London

2000 - 2001 (1 year)

Worked with teams at Gulf TV, MTV Europe, Paramount Pictures and Viacom merchandising on several video promos and marketing rollouts for EMEA region

Designer, Internal Communications at L'Oreal

September 1999 - March 2000 (7 months)

Assistant Video Editor at Chedd-Angier Production Company

1998 - 1999 (1 year)

• Assisted editor in editing promos for Scientific American Frontiers and logging and archiving footage • Applied all technical knowledge for digital and analog post production processes

Volunteer Experience

Board Member at Global Integrity

February 2014 - Present (1 year 8 months)

Languages

Hindi

Punjabi

Spanish

Skills & Expertise

Public Speaking

Business Development

Negotiation

Lead Generation

Change Management

Advertising

Interactive Advertising

Digital Strategy

New Media

Digital Media

User Experience

Content Strategy

Digital Marketing

Integrated Marketing

Social Media Marketing

Social Media
Publishing
Corporate Branding
Creative Direction
Strategic Planning
Brand Development
Leadership
Brand Management
Social Networking
Online Marketing
Entrepreneurship
Online Advertising
Strategy
Marketing
Mobile Devices
Market Research
Creative Strategy
Management
Strategic Partnerships
Interaction Design

Education

Harvard University

MDesS, Design Architecture Urban Planning, 2005 - 2006

Massachusetts Institute of Technology

MdesS - Harvard Joint Program, Media Lab, Product Design, Electronics, Art Theory and Practice, 2005 - 2006

New York University

MPS, Interactive Telecommunication, 2000 - 2002

Boston University

BS, Film and Television Production, 1995 - 1999

Honors and Awards

(Ad Awards don't mean much to me, but they do to others so, here goes; all credit is a culmination of team efforts on many projects in the past ten years) Gold Effie Award 2003, 2004 Brandweek's Guerrilla Marketer of the Year Cannes Cyber Silver Lion Art Director's Club Gold 4 Webby Awards 2000-2002 Web Marketing Association WebAwards in Outstanding Achievement, 2003 2005 American In-House Design Award from Graphic Design USA -- Honors -- Hogeschool Van Amsterdam/UVA Department of Interactive Media: The Netherlands MOMA - SAFE: Design Takes on Risk "Emotional Airport Mapping"(compiled research on air travel in book format) selected for exhibition URBAN SCREENS 2005 ADA 83 (Art Director's Club Annual) IV Salon de Arte Digital 2002 International Exhibition, Havana, Cuba Invis-O-Vision created for the Whitney Museum of American Art and Exit Art Gallery - Paradise Now 2000

Interests

Emerging Technologies, Urban Planning, Visual Culture, Network Theory, Communication Theory, Product Design

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16 people have recommended Raina

"Raina is extremely well equipped. She offers profound insight into branding and brand strategy, with an eye on regional and global growth. Her strategic and creative talents are strengthened by a strong connection within the creative and tech community, bringing truly creative, fresh results."

— **Daniel Siden**, was Raina's client

"Working with Raina at BBG on the branding design study was a highly collaborative and extremely energetic process. Raina brought her strategic brand building expertise to the project with great passion and intensity. From the start, she provided relevant information on broadcast branding trends, technological and comparative analysis, and research data to begin our brand design initiative. Raina has truly been one of our most favorite clients, providing quick and informative feedback as we progressed. With her high level of focus and concentration, we were able to continually evolve our design planning and products to more solid levels of completion. PCM ANIMATION looks forward to another opportunity to engage with Raina Kumra on any future design brand strategy projects."

— **Pradeep Mistry**, worked directly with Raina at Broadcasting Board of Governors

"Raina and I worked together at the State Department where we both focussed on initiatives related to digital strategy and innovation. Raina has a very diverse range of experience and expertise that makes her an outstanding asset in many settings. She's highly entrepreneurial and always operates with grace and intelligence."

— **Jason Flippen**, worked with Raina at U.S. Department of State

"Raina is a passionate social entrepreneur, and she possesses a unique creative ability to make things work under any circumstance. I first worked with Raina when Light up Malawi and buildOn partnered to pilot a workshop on alternative energy and install solar panels at a buildOn school in Malawi. I was impressed at Raina's ability to navigate the challenges of working in Malawi, and her determination to successfully follow through on our partnership agreement. Raina is someone I know and trust personally and professionally."

— **Skyler Badenoch**, was with another company when working with Raina at Light Up Malawi

"Raina did a great job as a co-developer and guest lecturer in our bachelor minor program 'content in motion' at the hogeschool van amsterdam. she proved to be really inspiring, refreshing and skilled to teach our students in the field of 'designing for public spaces'. she's up to date, creative, well organised and very reliable. she is able to approach things from another peephole, that's really valuable. she's a good team worker, smart, gentle and fun to be with. and besides....she's a lovely and caring friend!"

— **Ingrid H Smit**, managed Raina at Hogeschool Van Amsterdam

"Raina did a great job of helping to bring W+K New York into the world of Web 2.0. Her knowledge of the space is deep and her ability to motivate others is strong. She has very strong work ethic and was a valued team member while at W+K NYC."

— **Buz Sawyer**, was Raina's client

"Smart, forward-thinking and fun to work with."

— **Nick Sonderup**, worked with Raina at Wieden + Kennedy

"Raina's enthusiasm is infectious and her creative approach invaluable. What a great perspective on the digital age."

— **Leslie A. Stone**, managed Raina indirectly at Wieden + Kennedy

"Raina is very smart and totally tuned into the whole new media space. Fun to work with and very competent"

— **Matt Campbell**, was Raina's client

"Raina is an amazingly creative thinker. She is also highly resourceful. She is a great asset to the digital world - as her imagination and drive will take her places."

— **Megha Samir Desai**, worked with Raina at Bartle Bogle Hegarty

"Raina was a loyal and committed member of our team and a pleasure to work with."

— **Cindy Gallop**, managed Raina indirectly at Bartle Bogle Hegarty

"I worked with Raina at R/GA, where we had an excellent professional rapport, and we've stayed in touch since then; so I've seen her navigate different work challenges skillfully and have been really impressed by her initiative and ability to steer things in the right direction. She's clearly a star in her field. She's the kind of person who, through her enthusiasm and hard work, can make a huge success out of projects that other people might judge too difficult to tackle. She's an insightful, creative thinker, and her intelligence shines through

in her ability to solve complex problems by looking at the big picture. I recommend her highly as a valuable asset to any project."

— **Maya Gorton**, worked with Raina at R/GA

"She's energetic, knowledgeable and a creative thinker. We shared a lot of ideas and interests in the fields of interaction design, media and architecture."

— **Carlos J. Gomez de Llarena**, worked directly with Raina at R/GA

"While at R/GA, Raina tackled a difficult project with determination and skill. Having also attended graduate school with Raina, I saw the same creative spirit shine through in her approach to user-centered design. She would be a great asset to any team, a pleasure to work with!"

— **aya karpinska**, worked directly with Raina at R/GA

"Raina and I worked together at Newsweek.com. I found her to be creative and hardworking. Managing her was a pure pleasure. Raina and I have stayed in contact over the years and it is inspiring to see how she has developed as a professional. I'd be more than happy to work with her again and would recommend her for any position. There is nothing that she can't do!"

— **Randy Abramson**, managed Raina at Newsweek/MSNBC.COM

"Raina is quite a remarkable person, an artist and professional. During the time that i knew and worked with her in London, even though we were in separate positions, i felt that i learnt a great deal from her enthusiasm and insight, tools which i still refer to today. I fully support and trust any endeavor that Raina commits herself to."

— **Khalid Shamis**, worked with Raina at Paramount Pictures/ VIACOM - London

[Contact Raina on LinkedIn](#)