

## Access to Experts



**Raj Rao**  
Vice President, Global eTransformation  
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Raj Rao is Vice President for Global eTransformation with responsibility for accelerating Digital Marketing and eCommerce capabilities at 3M. His team has the worldwide charter of championing strategic “e” initiatives in the areas of Social Business, eCommerce, 3m.com customer experience, Digital strategy roadmaps and Web content excellence. He actively partners with the company's Sales, Communications and Marketing leaders to design and execute innovative online solutions that support 3M's core strategies. Raj's background included marketing leadership & financial analysis roles at Procter & Gamble in Europe, Middle East and Canada. Prior to joining 3M in 2009, he was Vice President at Brunswick, leading the international fitness products subsidiary with assignments in Singapore and Chicago. He is a native of Bangalore (India), and lives by his conviction that imagination is at the root of creativity.

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