

Contact

www.linkedin.com/in/erikr
(LinkedIn)
www.mucker.com (Company)

Top Skills

Management
Strategy
Online Marketing

Patents

Services scheduling
Network-based commerce facility offer management methods and systems
Registry for on-line auction system
Network-based commerce facility offer management methods and systems
Method and system to facilitate scheduling of a service

Erik Rannala

Co-Founder & Managing Partner, Mucker Capital
Austin, Texas, United States

Summary

Specialties: Product Management; Product Development; Online Marketing; Branding and Positioning; Developing and Launching New Products; Go-To Market Strategy; Pricing; Productization; General Management; Venture Capital

Experience

Mucker Capital

Founder

September 2011 - Present (13 years)
Venice, California, United States

<http://www.mucker.com>

Harrison Metal Capital

Seed Investor

January 2009 - September 2011 (2 years 9 months)
San Francisco, California, United States

<http://www.harrisonmetal.com>

TripAdvisor

VP of Product

January 2007 - May 2008 (1 year 5 months)

Led global product management and strategy for largest travel community site on the Web

eBay, Inc.

Group Manager / GM

December 2002 - December 2006 (4 years 1 month)
San Jose, California, United States

- Led eBay's premium features business; responsible for P&L, overall business strategy, product roadmap and marketing

- Grew premium upgrade feature revenue from \$124 million in 2002 to \$410 million in 2005, outpacing overall eBay revenue and listings growth by more than 85%
- Developed new premium upgrade features with incremental annual revenue of \$60+ million globally
- Inventor on five US patents

MVP.com

Director of Marketing

March 1999 - July 2000 (1 year 5 months)

First full-time marketing employee of online sporting goods retailer funded by Benchmark Capital, Freeman Spogli, and professional sports veterans John Elway, Michael Jordan and Wayne Gretzky

Online Marketing & Product Management

- Established and led online marketing capability; Oversaw all Internet marketing, advertising, promotions, and direct mail
- Initiated and led development of software application to track and optimize online marketing campaigns to maximize ROI

Education

Duke University

MBA

University of Delaware

BS