

Apurva Chamaria – Profile

Apurva Chamaria is a SVP at Tech Mahindra, a 5.3 Bn US\$ global IT major. He is the **Chief of Staff to the CEO & MD** and leads grow initiatives around Cloud, AI and Wave 4 businesses.

Prior to joining Tech Mahindra, Apurva was the **Chief Revenue Officer of RateGain**, one of world's leading SaaS company's serving over 12,000+ customers in the travel and hospitality industry across 100+ Countries. In his role, he led sales, marketing, alliances and customer success across the world and was instrumental in scaling the company **from 20 Mn US\$ ARR to 60 Mn US\$ ARR in less than 3 years**.

Prior to joining RateGain, Apurva was the **Global Head of Corporate Marketing for HCL Technologies**, a 8 Bn US\$ global IT major. Under his leadership HCL became the fastest growing brand in the Interbrand top Indian brands list for 2 years in a row (No. 17 in 2016) and was ranked at No.378 and valued at 4.4 Bn US\$ in the Brand Finance Global 500 2017 league table. Between 2013-2017, HCL campaigns won 110 prestigious global and regional marketing awards. In his 12 years at HCL, he performed various leadership roles including being CEO's Vineet Nayar's Chief of Staff and Sales Director at HCL America playing an integral role in scaling the company **from 700 Mn to 8 Bn US\$ in 12 ½ years**.

In 2016, he was awarded the "Marketer of the Year" by World Leadership Forum, "Digital Marketer of the Year" by IAMA and "B2B Marketer of the Year" by Paul Writer. He was recently featured in Pluralsight Digi100 List Powered by Paul Writer, the recognition for the top 100 Digital Marketers in India. Prior to HCL, he was the youngest country manager at Ranbaxy Laboratories (now Sun Pharmaceuticals) leading the business in Australia & NZ. In various parts of his career he's worked in Asia-Pacific, India, Africa, U.K. and North America.

He completed his schooling from the prestigious Mayo College, Ajmer. He holds a double master's in business management (from IMI) and advertising (from IIMC, JNU). He's an alumnus of the Harvard Business School, Boston and pursuing his PhD. In digital engineering from Indian Institute of Technology, Delhi.

Top 10 Angel Investor: Recognized by The Economic Times as amongst the top 10 angel investors in India in 2018. Investor at large helping exceptional founders scale companies in Fin-Tech, Global Services, AI, M2M, VR/AR/MR, Content, Video etc. Some of my investee companies include Witty Feed, Inc. 42, Josh Talks, Funlockar (Media-Tech), Sponsify me, CubeRoot (Ad-tech), Chq Book (Fin-Tech), Innov8 (Co-Working), Simulanis (AR/MR/ VR), Lucideus Tech (Cyber-Security), Skill Acquire (Ed-Tech), One Digital Stack (SaaS) etc. He's also a charter member of TiE, New Delhi.

Best-Selling Author & Columnist: He's a columnist for the *Pitch and Digital Market Asia* magazines. His book "You are the key – unlocking doors through Social Selling" (Bloomsbury) hit # 2 in the Amazon India Best-Sellers list* within 20 days of being launched in Jan 2016 and is currently a best-seller on the WH Smith best-seller list as #1. **It was also recognized by Prime-minister Narendra Modi for contributing to Digital India.** His next book "Master Growth Hacking" (Random House Penguin) features in the trenches stories of top internet companies in India and will be released in July 2018.

Thought-Leader: He's regarded as a thought-leader on "digital transformation" and is regularly quoted in publications. He's a sought after speaker and has key-noted at TED x, IAMA MarCon, DMAI GMAW, Oracle Cloud World, LinkedIn Tech Connect, Microsoft Ignite, Paul Writer GIIMS, Hindustan Times Top 50 Brands, Exchange for Media Pitch Top 50 Brands etc. and teaches a full credit digital marketing course at the Indian Institute of Mass Communication (IIMC) & Great Lakes Institute of Management. He's current an academic advisory board member at the 2,000 students strong IMS Group of Institutions. He's also been a member of the advisory board at Mudra Institute of Communications (MICA), Ahmedabad. He was the chairperson of the DMAI Annual Marketing Gala Conference 2017 which featured 50 CMO speakers and 350+ attendees.

Social Worker: He's the President Elect 2021-22 of the Rotary Club of Delhi Mid-West focusing on programs that are solving rural sanitation, water and education problems. He co-founded the NGO, ShowCause.org to lead change in accessible healthcare for all in India.

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