

## VALUEFIRST MANAGEMENT TEAM PROFILE

Vish Bajaj  
(Chief Executive Officer)



Vish, 39, holds masters degree in computer applications. Vish has over 17 years of IT and Telecommunications experience. Vish has held various positions in India, Germany and the United Kingdom. In his role at Siemens, Vish had a worldwide responsibility for building the IP Portfolio for Siemens. Prior to ValueFirst Vish held various positions of responsibility including CEO of PervasiveOne and Technical Director on the Board of 0800Freedom, an ISP and Freedom Interactive, a new media company in the UK.

*Principal responsibilities:*

With a mandate to grow the business in an accelerated mode, Vish looks after the funding, business planning and business strategy. In addition, Vish spearheads the activities in managing and developing key relationships for industry alliances and partnerships.

Gagan Chadha  
(Chief Operating Officer)



Gagan, a post graduate from BITS, Pilani, 29, possesses about 8 years of work experience in various product development, pre sales and management roles. Gagan has worked in the UK and India providing assistance to a wide client-base on various technologies and business improvement.

*Principal responsibilities:*

Direct, administer, and coordinate the activities of the corporation in accordance with the policies, goals, and objectives established by ValueFirst. In addition, develop, recommend and implement organisation processes and procedures from the perspectives of finance, HR and technical operations.

Maneesh Jain  
(VP - Business Development)



Maneesh, 42, is an engineer from Delhi College of Engineering and MBA from IIM Bangalore with over 18 years of work experience. Maneesh has worked at a functions head in various verticals including manufacturing and healthcare. Maneesh worked with blue-chip organisations such as BHEL Eicher, VLCC etc.

*Principal responsibilities:*

Maneesh is responsible for building and managing partner network and marketing initiatives at ValueFirst. In addition, Maneesh leads the product management initiative of ValueFirst products for SMEs.

Shantanu Singh  
(Chief Software Architect)



Shantanu, 28, BCA, has been working in the field of IT for over 11 years in positions of responsibility in various organisations. Shantanu has worked in Europe and US in as an expert in product development, project management and business analysis. Prior to ValueFirst, Shantanu worked with Systems Online and ICTC specialising in enterprise and messaging applications.

*Principal responsibilities:*

Create and implement the technical vision and roadmap for ValueFirst products and services. Shantanu heads the technology development at ValueFirst.

Vijay Shukla  
(Country Head, India)



Vijay, 34, formerly a management consultant with Ernst & Young, has experience of implementing change management programmes at blue-chip clients. Prior to E&Y, Vijay worked with Glaxo SmithKline and SAIL and ran the Indian operations of PervasiveOne. Vijay is an engineer from Institute of Technology, BHU, India and an MBA from XLRI, India.

*Principal responsibilities:*

Vijay is responsible for the sales and marketing strategy and implementation for ValueFirst. In addition, Vijay manages the relationship of ValueFirst with mobile operators.