**Phani Nagarjuna**

**Founder and CEO**

**Nuevora**

Phani Nagarjuna is a results-driven software and technology industry executive and an entrepreneur with over 15 years of executive leadership experience and a demonstrated track record of success across corporate strategy, sales and marketing, and product management in the big data analytics, SaaS/enterprise software, outsourcing, and information technology industries. Phani’s operating and advisory roles are focused predominantly in helping organizations drive profitable growth.

As Founder & CEO of Nuevora, Phani sets the vision for the Company and leads its day-to-day operations with a focus on customer success, product innovation, and operational efficiencies. At Nuevora, Phani leverages his operational expertise and Nuevora’s Big Data Analytics Apps Suite (nBAAP™) to provide practical solutions to his customers across high-tech, retail, and financial services industries in achieving profitable growth. Nuevora’s customers include a number of Fortune 1000 and high-growth mid-size firms.

Most recently, Phani served as the EVP of Products, Strategy & Business Development for OneCommand, the leader in onDemand SaaS marketing software solutions for the automotive retail industry. Under his leadership, OneCommand launched the leading SaaS-based personalized multichannel marketing platform and helped the company escalate its revenues more than 4X in two years and make it to the Inc. 500 list in 2008.

Prior to this, Phani was the CMO & the Head of Worldwide Sales and Corporate Strategy for Caritor (Caritor acquired Keane in 2007 to create a $1B company, which recently got sold to NTT Data) where he worked closely with the CEO to architect one of the fastest corporate turnarounds in the IT industry helping the firm raise capital, reinvent the brand and more than double its revenues. Before this, Phani held various product marketing and customer strategy positions at Siebel Systems including leading the successful launch of its channels product line into the Asia-Pac & Japan markets.

Phani holds an M.B.A. from Harvard University and an MS in Engineering from the University of Cincinnati. He is an active contributor to the community and lives with his family in Danville, CA.