Anuj is Founder & CEO of serviceMob, a customer service enterprise technology company based in Southern California.

Anuj is passionate about helping companies achieve meaningful relationships with their customers. Prior to founding serviceMob, he led the Service Analytics Strategy group for Accenture, and served as the Innovation Lead for Internet & Social Media clients in Silicon Valley.  
  
At Accenture, he worked over a decade with some of the world’s largest companies on the planet to help devise and implement strategies to become more customer-centric. and achieve measurable business outcomes. Anuj is an enthusiast of how technology (including Artificial Intelligence, Predictive Analytics, Machine Learning, Social Platforms, and IoT) and can be used to solve big issues faced by various industries and their customers. Anuj is a tireless advocate for the customer experience, and has authored three US Patents in the space.  
  
  
Anuj holds a Bachelors in Applied Mathematics from the University of California, Berkeley, and his MBA as a Sloan Fellow at the Massachusetts Institute of Technology, where he concentrated on innovation and analytics at the MIT Sloan School of Management.

**Program book ver.**

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