BUSINESS VISIONARIES: TOP 5 LEADING CEOS TO WATCH IN 2024

## CIOTODAY

Sustainable Living

**PG No. 24** 

Unlocking Your Creativity

**PG No. 40** 

## RAJDIPKUMAR GUPTA

MD & Group CEO | Route Mobile Ltd



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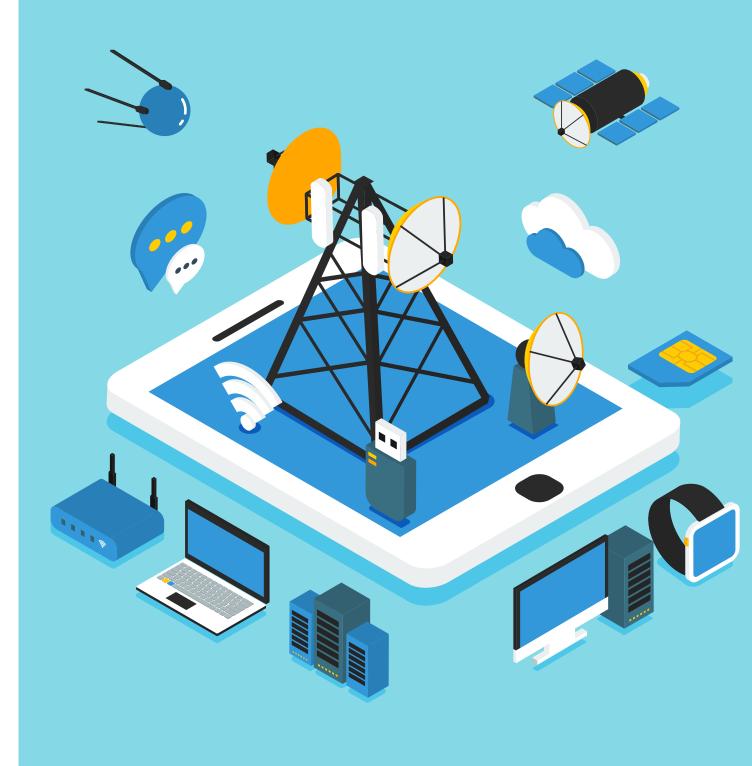
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### **EDITOR'S LETTER**



### NAVIGATING TELECOMMUNICATIONS: A JOURNEY OF INNOVATION, ADAPTABILITY, AND CORPORATE RESPONSIBILITY

uccess in the telecommunications industry demands a strategic combination of innovation, adaptability, and foresight. Staying at the forefront of technological advancements is crucial, requiring a commitment to early adoption and continuous evolution. Building and maintaining a robust network, fostering strategic partnerships with key players, and expanding global reach contribute to competitiveness. Effective navigation of regulatory landscapes and adherence to high governance standards are imperative. A customer-centric approach along with a culture of innovation and proactive problem-solving, ensures relevance in an ever-changing market.

Rajdipkumar Gupta, the visionary CEO of Route Mobile, showcases innovation and strategic leadership in the technology and telecommunications sector. His entrepreneurial journey, rooted in a commitment to addressing real-world issues, showcases a blend of foresight and adaptability. Gupta's focus on sustainability, ethical practices, and governance underscores the significance of responsible business conduct. Route Mobile's beginning traces back to Gupta's recognition of the need for a real-time transaction notification system, born from a personal incident. The company has evolved into a global CPaaS leader, operating in over 20 countries and collaborating with major tech players like Meta, Google, and Amazon. Gupta's success lies in robust corporate governance, commitment to innovation, and a client-centric approach.

The company's strengths lie in its expansive network, linking with over 280 mobile operators globally, and strategic collaborations with major OTT platforms. Route Mobile's commitment to innovation is evident through Route Lab, its dedicated R&D center, addressing challenges across industry verticals. The synergy among Route Mobile's group companies, balancing centralized efficiency and localized adaptability, creates a cohesive and customer-focused organizational framework. Navigating technological challenges, Route Mobile has not only kept pace with advancements but emerged as an early adopter. Adhering to high governance standards and navigating regulatory complexities globally, the company showcases resilience and commitment to staying at the forefront of industry dynamics.

Looking ahead, Gupta envisions Route Mobile as a leader in emerging markets and aims to establish a significant presence in the United States and Europe. The company's approach involves nurturing a culture of innovation and proactively addressing challenges, positioning it as a trailblazer in the communication landscape. Route Mobile's commitment to sustainability and ethical practices is evident in its adoption of eco-conscious strategies and support for social initiatives. The company's governance structure, rooted in ethical principles, has earned it accolades, reinforcing the belief that sustainability and ethics are integral to positive impact and business success.

Gupta's advice to the next generation emphasizes courage, conviction, and confidence. He encourages entrepreneurs to experiment boldly, believe in their offerings, and maintain confidence for sustained success. Focusing on building a profitable and sustainable business, coupled with financial prudence, lays the foundation for a resilient and prosperous entrepreneurial journey. Rajdipkumar Gupta's leadership at Route Mobile exemplifies the convergence of business acumen, innovation, and ethical responsibility in the ever-evolving landscape of technology and communication.

PATRICK HUDSON

P E N O

## 

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### C O V E R S T O R Y



## RAJDIPKUMAR GUPTA

MD & Group CEO
Route Mobile Ltd

uccess in the technology and telecommunications industry often hinges on innovation, adaptability, and a keen understanding of market trends. Effective communication, reliable networks, and seamless integration of digital services contribute significantly to the triumph of this dynamic and competitive sector. Staying ahead requires a commitment to research, development, and a proactive approach to addressing evolving consumer needs. Rajdipkumar Gupta, the visionary entrepreneur behind Route Mobile, embodies the spirit of innovation and strategic leadership in the technology and telecommunications landscape. His entrepreneurial journey, fueled by a commitment to solving real-world problems, reflects a unique blend of foresight and adaptability. Beyond business success, Gupta's dedication to sustainability, ethical practices, and governance has garnered recognition, reinforcing the importance of responsible business practices.

**Entrepreneurial Journey with Route Mobile** 

Rajdipkumar Gupta had a long-standing dream of becoming an entrepreneur, and this dream took root in a previous business venture which served as a valuable learning experience. The genesis of Route Mobile traces back to a personal incident when Gupta's credit card was misused, a revelation that came to him a day later. Recognizing the necessity for a real-time transaction notification system, he devised the A2P messaging solution. The foresight that cloud communications would revolutionize corporate-customer interactions encouraged Gupta and his team to aspire to a global role in this transformative wave. Presently, Route Mobile stands as a CPaaS leader, spanning over 20 countries and collaborating with tech giants such as Meta, Google, and

Gupta's entrepreneurial journey is marked by the evolution of a bootstrapped business into a triumphant IPO and a financially sustainable enterprise. This accomplishment finds its roots in robust corporate governance, a steadfast commitment to product innovation, and a focus on client satisfaction.

Route Mobile's leadership extends to emerging markets like APAC, EMEA, and LATAM, setting the stage for the company's strategic expansion into the Americas and Europe. In a move attuned to the evolving needs of enterprise clients, products in the Digital Identity space have been introduced alongside CPaaS offerings. As Rajdip continues to steer Route Mobile through the dynamic landscape of global communication, his journey represents the power of entrepreneurial vision and strategic execution in navigating the challenges of the business world.



Amazon.

### Route Mobile's Strengths: A Robust Network and Focused Innovation

Emphasizing the important role of Route Mobile's expansive network, Rajdip says that it is the key asset that directly links the company with over 280 mobile operators and extends its reach to more than 1000 operators globally. This network empowers Route Mobile to efficiently deliver messages worldwide, showcasing optimal routing and positioning the company as a significant player in the CPaaS domain. Complementing this extensive network, Route Mobile has forged partnerships with major OTT platforms, including Meta, Google, Viber, and Telegram. These collaborations, along with integration with leading CRMs, contribute to the company's diversified and well-connected ecosystem.

Route Mobile's commitment to innovation takes a structured form with the establishment of Route Lab which is a dedicated Research and Development center situated in Bangalore and Mumbai. Here, the tech and development teams are immersed in addressing unique challenges across various industry verticals. Through the Route Lab initiative, the company has successfully delivered solutions and introduced innovative products, showcasing its capacity for tackling complex problems. These strategic advantages position Route Mobile as a reliable and forward-thinking player in the competitive landscape of communication solutions.

### **Synergies Across Route Mobile Group Companies**

Rajdip sheds light on the significant cohesion among Route Mobile's group companies. Core functions, including customer support, network operations, and finance and accounts, are centrally managed for all subsidiaries. This centralized approach guarantees a uniform standard of service delivery to all customers, emphasizing consistency as a key pillar of their operational model. Periodic meetings of the leadership and management teams are held to strategize and assess overarching corporate objectives, fostering enhanced alignment across the organization. However, amidst this centralized structure, Route Mobile remains connected to the importance of recognizing and accommodating geographical and regional differences. The company takes care to incorporate these nuances, ensuring that the operational strategies remain adaptable and responsive to diverse market landscapes. Route Mobile's approach is a blend of centralized efficiency and localized adaptability, creating a harmonious synergy across its group companies. This balance, as articulated by Rajdip, is

"The harmonious synergy across Route Mobile's group companies, as envisioned by Rajdipkumar, sets a standard for centralized efficiency and localized adaptability."

integral to sustaining a cohesive and customer-focused organizational framework.

### Navigating Challenges: Route Mobile's Tech Journey

The rapid evolution of technology over the past decade has been unprecedented, yet Route Mobile not only managed to keep pace with these changes but emerged as an early adopter of numerous technologies, contributing to the development of contemporary solutions. Reflecting on the two-decade journey, Rajdip highlights the formidable challenge posed by the dynamic technology landscape. A recurring obstacle in the field of technology adoption is the fluctuating regulatory frameworks across diverse geographies.

Negotiating the complexities of varying data protection, data localization, and regulatory norms in different regions remains a perpetual challenge. Nevertheless, Route Mobile has demonstrated resilience in this aspect, attributed to robust governance practices and steadfast adherence to IT policies. The company consistently undergoes audits and compliances, affirming its commitment to maintaining high standards in navigating the intricacies of regulatory landscapes.

Route Mobile's journey has been marked not just by technological adaptation but by a proactive embrace of innovations and a vigilant adherence to regulatory compliance. Rajdip's insights underscore the company's ability to thrive in the face of technological challenges, showcasing a commitment to staying abreast of industry dynamics.

### **Route Mobile's Strategic Vision for the Future**

Looking ahead, Rajdip outlines clear goals for Route Mobile in the coming years. The primary objective is to strengthen the company's standing as a definitive leader in emerging markets. Central to this mission is a dedicated focus on comprehending and fulfilling the distinctive communication needs prevalent in these regions. Route Mobile remains committed to fostering innovation and delivering services that set industry benchmarks.

A pivotal aspect of the future roadmap involves venturing into and establishing a significant presence in the competitive markets of the United States and Europe. Despite the challenges posed by these high-profile markets, Route Mobile's strategic approach aims to navigate and carve a niche in these territories. The company envisions

strategic initiatives unfolding over the next 3-5 years that will promote it to the status of a billion-dollar revenue company.

### Nurturing Innovation & Route Mobile's Approach to Facing Challenges

Rajdip talks about the organizational ethos at Route Mobile, underscoring the belief that confronting new challenges is instrumental for learning and progress. Within the company, developers channel their efforts toward addressing upcoming challenges in the communication sphere, with a forward-looking perspective spanning the next 2-3 years. The overarching goal is to position Route Mobile as a trailblazer in navigating these advancements.

To actualize this vision, the company fosters a culture that encourages teams to actively pursue fresh certifications, acquire new skills, and engage in continuous learning. This proactive approach has positioned Route Mobile among the early adopters of innovative solutions, exemplified by its foray into areas such as payments for WhatsApp and digital identity solutions. The commitment to embracing new skills and staying ahead underscores Route Mobile's dedication to empowering its workforce through technology, ensuring a leadership role in adapting to future changes in the communication landscape.

### Route Mobile's Commitment to Sustainability and Ethical Practices

In sharing insights into Route Mobile's corporate ethos, Rajdip talks about the company's commitment to sustainability and ethical business practices. This commitment is rooted in an acute awareness of the global impact of the digital communications industry on the environment and society. It guides the integration of these principles into various operational strategies.

Environmental sustainability is essential to Route Mobile's approach which emphasizes the adoption of digital solutions and the implementation of eco-conscious practices such as recycling. The company extends its commitment to ethical practices within its workplace, upholding human rights and fostering diversity to ensure equal opportunities for all employees. Furthermore, Route Mobile actively engages in social initiatives, encouraging employee volunteering and supporting UN Sustainable Development Goals, particularly in areas such as education, health, gender equality, and financial inclusion. Recognition for Route Mobile's commitment to best governance practices

"Our commitment to staying ahead in technology reflects a culture that thrives on curiosity and forward-looking perspectives."





has been exemplified through awards such as the 'Best Governance' accolade at the India Family Business Awards organized by moneycontrol.com. Additionally, the company received the prestigious "Best Governed Company" title at the ICSI National Award for Corporate Governance.

The governance structure, code of conduct, and policies at Route Mobile are firmly rooted in best practices and ethical principles. This ensures compliance with diverse laws and regulations spanning data privacy, security, and taxation. The company places a premium on transparency, accountability, and stakeholder engagement in its operations, firmly believing that sustainability and ethics not only benefit the planet and society but are also integral to fostering a positive impact. This enhances the company's reputation, and delivers value to both customers and shareholders.

### Rajdip's Advice for the Next Generation in Business

In offering guidance to the upcoming generation navigating the competitive landscape of the business world, Rajdip imparts a straightforward mantra centered around the 3Cs: Courage, Conviction, and Confidence. His counsel encourages aspiring entrepreneurs to cultivate the courage to experiment, even in the face of potential failure. This bold approach, he suggests, is fundamental to discovering innovative solutions and refining business strategies.

Furthermore, Rajdip emphasizes the significance of fostering a deep conviction in the product or service being offered. Believing in its ability to address genuine customer needs provides a solid foundation to navigate the inevitable challenges encountered along the entrepreneurial journey. This sense of conviction acts as a guiding force when making crucial decisions and overcoming obstacles. The third aspect of Rajdip's advice revolves around confidence—a quality he considers extremely significant for generating revenue and thriving in the competitive market. Maintaining confidence in one's abilities and the value of the product or service offered is essential for sustained success. This assurance not only attracts customers but also builds a positive reputation in the industry.

In addition to the 3Cs, Rajdip focuses on the importance of maintaining a sharp focus on building a profitable business. This focus ensures sustainability in the long run. He further advocates for financial prudence, advising against excessive cash burn or reliance on excessive loans. According to him, this cautious approach fosters steady and balanced growth, laying the groundwork for a resilient and prosperous business journey.

"Rajdipkumar **Gupta's strategic** vision pushes **Route Mobile** towards a future where it not only leads in emerging markets but conquers the challenges of the U.S. and Europe."





## Dr Paul Midha

"If you have good intentions, then it does not matter what the outcome is as you can hold your head up high"

### ll About Dr Paul Midha

Dr Paul is the proud owner of the VICI Dental Group which consists of two fully private Dental practices in Leeds and also works in Central London in one of the U.K's top Dental practices. Paul is very passionate about Cosmetic Dentistry while he regularly performs smile makeovers and is a top Invisalign certified Dentist. Dr. Paul has won highly commended at the UK Dentistry awards 2021 and is regularly nominated for coveted Dental awards. Dr. Paul is also the cofounder of Expert Media which is a marketing company that provides: SEO, Ads, Open day marketing etc. for other Dental Practices. Dr. Paul teaches in many renowned UK academies such as the Smile Dental Academy is a partner in the scrubs company: Smile-Wear which provides Dental clothing all over the world.

He is also an actor and has been in both films and the Disney television series Evermoor Chronicles. He has also performed body popping on Britain's Got Talent!



### **Successful Career Equates Patients' Contentment**

How much of an impression you have on other dentists also reflects on how successful your career has been. A successful career in Dentistry is when patients speak positively about you, and refer their family and friends to you. As this shows that you have gained their trust through good quality clinical work but also given care towards their overall well-being. A successful Dentist should be knowledgeable and applicable in 4 key areas: Clinical Dentistry, Communication, Finance, and Networking.

The capacity to maintain balance in his life is Dr Paul's biggest strength. It takes time to run many practices and conduct clinical dentistry. He finds the administrative burden of managing four dental practices at once to be the least enjoyable. Presently, he is able to concentrate on other crucial aspects of his life thanks to his team.

His relentless work ethic is interesting. Paul's main goal has been to motivate his squad to develop as a unit by setting a good example. He has been able to mentor and see other dentists advance because of his involvement with the Smile Dental Academy.



### Paul's Ultimate Achievements & Recognitions

Taking over his first practice during Covid-19 was his best accomplishment as this was also his most difficult challenge. Dealing with Banks and professionals who had little faith in a Dentist that only graduated 1 year prior was strenuous and very time consuming. However, after a 12-month drawn out process, Paul was able to take over his first Dental practice in the city centre of Leeds and rebranded it from "Tooth passion" to "VICI Dental" which means "I conquered" in Latin

### **Technology Within Dentistry, A More Seamless & Efficient Journey**

Due to networking within both the local and national Dental communities, Paul always keeps up with the latest technologies, especially with AI starting to integrate within Dentistry. The latest revolutionary technology that his practice has invested in is "Dental Monitoring" which enables him to monitor his Clear Aligner patients through an app every week rather than seeing them for a review every month. Technology within Dentistry allows his patients to have a more seamless and efficient journey to their end goal. Digital scanning allows him to digitally design treatments first to allow the patient to see what they will be getting before going ahead. This helps with the consent process and makes the patient feel more involved with it!

### VICI Dental, Welcome to the Next Generation of Dentistry

VICI Dental is a pioneering, boutique private Dental Clinic in Leeds City Centre's heart, providing exceptional quality dental care and facial aesthetic treatments. Their exceptional dental professionals deliver superior results through first-class skills and premium treatment. Treatments at Vici Dental includes Regular Dental Check-ups, Fillings, Dentures, Dental Hygiene, Crowns, Porcelain Veneers, Teeth Whitening, Dental Implants and composite bonding in Leeds. They also offer non-invasive Facial Aesthetic treatments like Fillers & Anti-wrinkle injections to rejuvenate your skin. They believe that you should experience the highest quality patient care that their Cosmetic Dentist in Leeds has to offer during your entire journey with them. Their patients are the encompassing presence in their core values, namely Superior and individualised patient care, Innovative dental treatments and clinical excellence, Serene comfort throughout your time with their practice, Striving to deliver more patient choice through the acquisition of new skills and techniques, and Dedication to over-delivering on your expectations!

### **Dental Services at VICI Services**

Teeth Whitening - VICI Dental is pleased to provide the most up-to-date technology for teeth whitening. They promise the whitest hues of natural teeth at their cutting-edge dentist clinic in Leeds, which offers better whitening outcomes.

Braces - Are you looking for adult braces? Orthodontics at VICI Dental provides invisible adult braces to straighten your teeth discreetly. Contact VICI Dental to know more about it!

Dental Implants - At VICI Dental, they strive to offer their patients as many dental treatment options as possible. Dental implants in Leeds are fast becoming the go-to method for replacing missing teeth.

### Good Support Network, Family and Friends Curtail Stress

Having a good support network really enables Paul to deal with the day-to-day stress as well as being able to concentrate on performing at the highest level. He has a very open network with his Team, Family, Friends and Colleagues who are understanding and empathetic.

Owning a Practice comes with different challenges on a day-to-day basis. This was difficult at first to manage, however, as he has become more experienced, he has learnt



to delegate and sometimes to take three steps forward as you must take one step back.

### Patient's Dream Smile Journey Is Possible with an Excellent Team

When asked Dr Paul about his remarkable team, he gave a beautiful analogy of the right seat of the bus. He mentioned that an excellent team is comprised of people being in the right seat of the bus. Certain people have certain qualities which allow them to excel in different roles. For example, a new patient coordinator should have good sales skills and a Patient care coordinator should be very empathetic. According to Paul, a person should demonstrate apt skills in his/her role!

### Paul's Dose of Inspiration

Paul talks about his inspiration at both personal and professional level. He has been fortunate and blessed to have a lot of mentors in both his personal and professional lives (often crossed over). His parents and other family members, who manage Expert Media, a marketing firm, with his brother Vince Midha, have greatly aided him in his personal life. He was introduced to the lecture circuit by Drs Jin Vaghela, Kish Patel, and Jit Vaghela, who created the Smile Clinic group + academy. They also provided him with advice on how to purchase a dental practice. He was coached by Dr Nik Sethi, who he coworked with at Square Mile Dental Centre, through difficult situations and assisted him in developing as a dental clinician.

### **Pearls of Wisdom for Aspiring Dentists**

Paul advises young dentists to concentrate on patient care and the patient experience; the rest will take care of itself. He also discussed networking, saying that you should connect with as many well-known and prosperous dentists as you can. This will give you the chance to understand their experience and how you might imitate it in your own way. Attend dental conferences and never pass up an opportunity that will advance your career. These dental networks, including Dentinal Tubules, MiSmile, Smile Dental Academy, etc., are excellent.

Get a mentor to help you with any aspect of dentistry you want to learn more about. While anyone can learn from their own mistakes, sensible people also take note of the mistakes of others. The process will go more quickly if you have access to a mentor, and you'll be able to handle more difficult dental situations!

## SUSTAINABLE LIVING:INCREASING AWARENESS & ADOPTION OF ECO-FRIENDLY & PRODUCTS

n a world increasingly grappling with environmental concerns, sustainable living has emerged as a pivotal lifestyle choice. With each passing day, more individuals are becoming acutely aware of the far-reaching consequences of their actions on the planet. Consequently, there is a compelling push towards the adoption of ecofriendly practices and products, which not only benefit the environment but also contribute to healthier and more responsible living.

### **Understanding Sustainable Living**

Sustainable living, at its core, is a conscious commitment to reduce one's carbon footprint and overall environmental impact. It is a lifestyle guided by the principles of

responsible consumption, conservation, and waste reduction. Key facets of sustainable living include:

Reducing Energy Consumption: Sustainable living places a significant emphasis on curbing energy consumption. This can be achieved through the use of energy-efficient appliances, the adoption of smart energy practices, home insulation, and a transition to renewable energy sources like solar and wind power.

Minimizing Waste: A cornerstone of sustainability is the reduction of waste generation. This involves proactive recycling efforts, composting, and the elimination of single-use plastics. Additionally, individuals are encouraged to select products with minimal packaging to further mitigate waste.



Conserving Water: Given the increasing global concerns regarding water scarcity, sustainable living places a strong emphasis on responsible water use. It involves the installation of water-efficient fixtures, promptly addressing leaks, and adopting water-conscious practices.

Supporting Eco-Friendly
Transportation: Sustainable living
promotes alternatives to personal
vehicles, such as public transportation,
carpooling, biking, and walking. These
choices reduce carbon emissions
associated with traditional modes of
transportation.

Choosing Eco-Friendly Products:
Sustainable living entails making informed choices as consumers, opting for products crafted from sustainable materials, such as bamboo, recycled plastics, and organic cotton.
Additionally, prioritizing locally sourced products contributes to the reduction of carbon emissions associated with long-distance transportation.

### **Increasing Awareness**

To foster sustainable living on a broader scale, it is essential to first cultivate awareness among individuals and communities. Here are strategies for raising awareness:

Educational Campaigns: Governments, non-profit organizations, and businesses can collaborate on educational campaigns to elucidate the significance of sustainable living. These campaigns should underscore the tangible benefits for both the environment and individuals.

School Programs: An effective strategy for instilling eco-consciousness from an early age is the integration of sustainability into school curricula. By educating children about recycling, resource conservation, and eco-friendly choices, they grow into responsible stewards of the environment.

Social Media and Online Content: In the digital age, social media platforms and online content offer unparalleled reach. Engaging blog posts, informative videos, and compelling infographics can elucidate sustainable living principles and share inspiring success stories.

Community Initiatives: Local communities can orchestrate hands-on activities, such as clean-up drives, tree planting, and sustainability workshops. These initiatives not only create a sense of communal responsibility but also instill practical eco-friendly habits.

Incentives and Rewards: Governments and businesses can incentivize sustainable practices by offering rewards such as tax breaks or discounts to individuals and companies that embrace eco-conscious choices.

### **Encouraging Adoption of Eco-Friendly Practices and Products**

Raising awareness is only the first step. Encouraging the widespread adoption of eco-friendly practices and products is equally essential:

Accessibility: To promote adoption, it is crucial to make eco-friendly products and practices more accessible. This can be achieved by enhancing the availability of sustainable products in stores and making eco-friendly services financially feasible for a broader demographic.

Consumer Education: Detailed information about the environmental benefits of eco-friendly products is essential. Labels and certifications can

aid consumers in making informed choices, ensuring that they understand the positive impact of their purchases.

Government Regulations: Government intervention can be pivotal in promoting sustainability. This can take the form of regulations that ban single-use plastics, encourage the installation of solar panels, or enforce energy-efficient building codes.

Corporate Responsibility:
Encouraging businesses to incorporate sustainable practices into their operations and supply chains is a powerful way to accelerate change. In today's market, consumers actively support eco-conscious brands, creating an economic incentive for companies to adopt sustainable measures.

Collaboration: The most significant strides towards sustainability often result from collaborative efforts between governments, businesses, and non-profit organizations. Collective initiatives can drive meaningful change and foster innovation in sustainable practices.

### **Conclusion**

Sustainable living is not merely a passing trend; it is an imperative for the health of our planet. As awareness continues to grow, and as we take deliberate steps to encourage the adoption of eco-friendly practices and products, we collectively work towards a greener, more sustainable future.

The incorporation of sustainable living into our daily lives is not just a choice; it is a profound responsibility. By making sustainable choices today, we ensure a healthier and more sustainable tomorrow for our planet and generations to come.



### JAWS

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## MARIA FRANCESCA

## ACETI

Changing an organization's expected failure into a spectacular success"

he key to success is not only in making good plans but to implement them as well. Maria Francesca Aceti is a renowned name in the pharmaceutical industry. She is the CEO of Deltha Pharma. Since Maria assumed leadership 11 years ago, there has been no going back. Both Deltha Pharma and her tenacity have advanced significantly. She is someone who believes without preservation, success is impossible to achieve. In fact, in order to succeed, in her opinion, it is important to have a good plan in mind before initiating different types of new projects, therefore, a good business plan which includes goals, milestones, and numerical figures is crucial.

### The Road to Success

Deltha Pharma was established back in 2009 in Rome. The purpose of the investors at the outset was to have a Pharmaceutical company that will serve the growing interest of doctors and pharmacists in the supplement as well as nutraceutical field. Initially, the company was launched with seven products. Among the investors, one was Maria's father who himself was a doctor. Despite huge investments and seven topnotch launched products, the company faced significant losses soon after its foundation and came

on the verge of bankruptcy. The former CEO had to give up as he was no longer able to save the interest of investors. As a result, Maria took charge in an effort to protect her father from the losses incurred. Little did she know, though, that this decision would also drastically alter the future of Deltha Pharma, with no turning back from that point on.

### **Driven to Achieve Excellence**

By failing to prepare, you're preparing for failure! According to Maria, the key factors contributing to the success of her organization are purely based on making good plans, being persistent, and developing a well-functioning team along with motivated people because there is no denying in the fact that human resource is the greatest asset for any organization.

Maria recalls how things were difficult when she took charge of Deltha Pharma as the new CEO. Everyone questioned if she would succeed as she was a young woman with no prior expertise in the pharmaceutical industry, plus the company was battling to exist and was undoubtedly on the verge of bankruptcy. Many people around her urged her not to join Deltha Pharma since doing so would be risky. But Maria believed in herself and through her proactive behavior and constant determination, she took charge of Deltha. Without wasting time, she swiftly started understanding what this near to end company needs to survive. Her top challenges were to make sales agents, customers, suppliers, employees, and all KOLs trust her in order to gain necessary traction so that the business could become stable.



### Surging Creatively, Innovatively & Responsively Ahead with Teamwork

The kind of people we surround ourselves with is really important because they indirectly or directly contribute to our success. In order to have good employees, Maria Francesca Aceti places great attention on building a solid team. She does a great job of keeping herself motivated and has learned along the road how to inspire others, emphasizing the value of recognizing others' strengths. Maria is a firm lady that's why she is always able to stand up confidently during tough times. She constantly works on exploring new opportunities and makes sure her team remains motivated. She lays emphasis on building up a relationship with respect as well as integrity among all the employees. Maria believes having a clear vision even in times of difficulty leads to success no matter how difficult things are. She emphasizes more on being passionate and determined regarding goals and keeping the mind open to changes and being flexible because one needs to be a continuous learner.

### The Pandemic Effect

The last two years of Covid-19 were quite difficult for everyone. Without a doubt, the pandemic changed the landscape of the healthcare sector. This has significantly changed everyone's thinking that the purpose is not to have an extended life, but to expand it as well. For example, the Data shows inadequate intake of vitamins and minerals in the diet: only 1 in 10 adults consume the amount of fruit and vegetables recommended by the guidelines, and it is scientifically proven that supplementing the diet could prevent many diseases. Maria's focus is on spreading the message about using quality supplements that can help in improving

health and life. Even during the pandemic, **Deltha Pharma** remained resilient and reactive. The company imported masks and placed them into the market along with food supplements based on vitamins D and C. This positively impacted the company's revenue which grew by 30% in 2020 despite the pandemic. Needless to say, Deltha is determined to achieve many more heights in the coming future!

### Awe-Inspiring Awards & Recognitions

Maria's firm decisions and looking beyond difficulties attitude has definitely shaped her as a wonderful CEO as well as a true leader. She has inspired countless people. It comes as no surprise that both Maria and the company have gained some notable awards and recognitions along the way.

Maria has been invited by Alibaba.com to share her success story and serve as one of the presenters at the International Trade Centre's SMEs Day in 2022. In the same year, she was listed among the 10 Most Inspiring CEOs to look out for and among the 10 Most Influential Healthcare Leaders to watch. No doubt, Maria is a big inspiration to each one of us. Also, in 2022, the company, Deltha Pharma has been listed in the Italian "Campioni di crescita "for revenue growth.

### **Towards New Horizons**

With position comes many responsibilities and with recognition, expectations become higher and higher. The journey doesn't end here. In fact, all these struggles and recognition have paved the way for new heights for Maria as well as Deltha Pharma. In a discussion about new projects in the pipeline and also

the company's future road map, Maria discloses the macro areas of her interest which include digitization, eco-sustainability, and export area. Under her guidance, the Pharmaceutical company has decided to apply for an ESG rating, by committing to achieve fully sustainable management.

She explains that this path is based on maximum commitment and total transparency in order to implement an environmental sustainability strategy that encompasses every aspect of the company's operations. In order to achieve the desired goals, Maria has been working day and night actively for several months on the digitization of all company departments, from the warehouse and logistics operation to the administration; from the management of the sales network to the marketing campaigns, by interfacing different ERPs, CRM, and software of marketing automation with each on a new product in the market under the company's liver line, the "Epatoril Pro".

### Her Inspiration to Be the Best Version of Herself

Maria believes that inspiration can come in any form. One has to be a continuous learner as there are so many things to learn, be it from partners or competitors. Maria owes a big thanks to her mother who always believed in her and has been her greatest supporter since the beginning of her career.

Maria never fails to impress people who have faith in her. Be it any critical situation, handling patients carefully is essential otherwise trust will be lost. She recognizes the critical situation by determining the cause. She follows a proactive approach with her patients as well as listening to them carefully and thus responding appropriately based on the specific situation.







# MARKE STATE OF THE PROPERTY OF

he sole purpose of Technologies is to make lives easier. With its daily utilization, humans adapt to technologies in a way that it is hard to go back to normal. It becomes an integral part of our daily routines and makes our tasks much more efficient. One such technology is Cloud Computing, in comparison to a decade ago when the hard disk of a computer was considered to be the soul as it carries all the data that the user needs.

With time, one no longer needs hard disks and the cloud has taken its position. Cloud has successfully solved the multiple problems users had about storage and security.

Cloud has a lot to offer and understanding its importance is one such revolutionary leader, Mark Rekveld. He is the Founder of Marvelution. He is a visionary, who has been helping large-scale enterprises to make their operations more efficient than ever. He adds, "Through the cloud, the technology offers businesses an easier way to ensure the longevity of their operations. Cloud integration comes with a plethora of benefits but like the actual clouds in the sky, the concept of this technology may appear

challenging to organizations as they may not have the best idea about how to go through with it."

### Laying the Seeds of Foundation

Mark is a senior software engineer, designer, and solution architect experienced in designing and building from small Open Source software to large enterprise applications. He started his brainchild as a hobby in 2007 that is today a full-

fledged company. He was experimenting and playing around with open-source projects to increase his knowledge of them as they were not used on client projects that he was consulting on back then.

One thing led to another and he started working on his view on how Jenkins (Hudson at the time) and Jira could be better integrated. This hobby project was quickly adopted by 3000+ companies and projects worldwide. Then in 2015, he got the opportunity to establish Marvelution the company to further better the Jenkins Integration for the Jira app. Adding support for Jira Data Center and Jira Cloud.

Today, Marvelution provides software development services next to supporting the existing Open Source projects that

have made the company what it is today.

### Shifting Gears and Becoming an Entrepreneur

Today, Marvelution is growing at an exponential rate in comparison to its peers in terms of offering software development consulting and development of its own open and closed-source software.

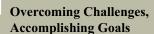
As a professional, there are many days when we wake up extremely motivated and consider quitting our job, starting our businesses, and just being our boss and making it big!

However, this sudden surge of energy and impulsiveness dies down once we begin to think about the intricacies and challenges involved in embarking upon a venture of this nature. Entrepreneurship is a tough journey with neverending complexities and most importantly it might get

lonely and disheartening at many times.

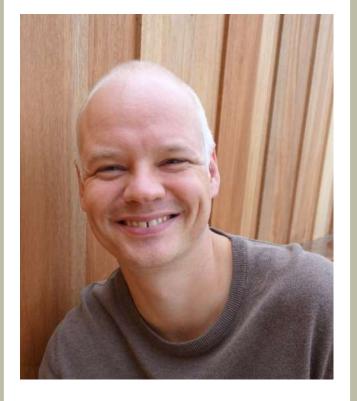
When Mark began
Marvelution, he too went
through the same emotions
and had to believe in himself
more than ever. He had just
graduated with a Bachelor's
degree in Informatics and was
working for a top consulting
company. Job security was
guaranteed and if he had kept
at it, he could have easily risen
through the ranks but Mark is
built differently.

Mark is a true entrepreneur at heart, he faced a problem, identified a gap, and started his journey to find a solution. He looked deeper into this when he was not working and after researching in-depth, he gained a complete understanding of open-source programs which led him to the next chapter of his professional life, Marvelution.



As a company, Marvelution has had its share of turbulences along the path. During the initial days when Mark was attempting to transition it from an open-source umbrella project to a company, he had a realization that he now needs to know much more than just coding.

Setting up an established business model from scratch was a major challenge and what made Marvelution stand out was the platform was free for all. It had to commercialize



and make it a paid service which meant losing a significant portion of its clientele.

He adds, "It was a hard call to make but you cannot call yourself a business and operate like a non-profit concern."

Mark was able to overcome this by developing different services for projects. Since the clients all had different requirements, they could opt to pay for the service that suited them the most. As a business leader, Mark was smart to offer customization to his customers and grab their attention without losing revenue. He was prompt and understood the need of the hour and offered personalization.

Mark hit two birds with one stone as this approach reduced the price that clients would have had to shell out if the whole platform was offered as a single service and it also allowed Mark to stay true to the company's origin of being an open-source free software.

Generating revenue streams is detrimental to the existence of any business but Mark was able to establish a business model that offered a unique product and generates healthy returns.

However, there was another hurdle in the road that threatened the existence of Marvelution. When the Atlassian Jira server was discontinued, there were issues with the renewal licenses and other limitations that came into the picture which led to users having to switch to the Jira Data Center or the Cloud. However, Mark prepared the company by adding numerous cloud offerings which can

help businesses to grow and continue to support clients who continue to use the Jira server.

# Keep Learning, Keep Growing

The company has now grown with Leaps and Bounds and Mark continues to operate single-handedly while continuing to develop and innovate the software further.

For anyone associated with the project management industry, it is hard to not have come across his name numerous times as he has become a respected developer.

Mark's passion and hunger to constantly learn and grow is inspirational in many ways. Despite having established a platform that is unique, he is a sponge that absorbs every bit of information and keeps himself well-acclimated with the developments in his industry. He keeps himself well aware of the changing demographics and integrates many advancements regularly in his offerings.

An inspiring entrepreneur that urges fellow entrepreneurs to never be afraid of failure as that is the best teacher you will ever have. He strongly believes that rather than looking at obstacles in a negative light, take them in a positive manner, and look at them as opportunities to learn and grow. This advice applies to all aspects of life as those who analyze their failures will learn what works and what does not. With every single step that you take in business or any other area, there is a 50-50 possibility of it going either way but what is guaranteed is that you will learn something out of it and be able to move ahead a much wiser person.

# **Words of Wisdom for Budding Entrepreneurs**

Mark takes it one day at a time and his biggest advice to those starting is to have fun at work! He states, "I believe that if you enjoy your work, you are not really working! There have been numerous instances where I have faced setbacks along the way. The program gets updates on a regular basis and at times when features that I may feel the clients may enjoy but do not, I am quick to act on the feedback. Customer support is the most valuable input that I get and the trial and error approach that Marvelution has adopted has not failed the company!"





# Unlocking Your Creativity:

Techniques to Boost Innovative Thinking



reativity is indeed a vital asset in today's rapidly evolving world. It serves as a driving force behind progress, helping individuals carve their unique paths in various domains. Whether you're an artist seeking to breathe life into your canvas, an entrepreneur navigating the ever-changing business landscape, or a professional in any field, harnessing your creative potential can lead to remarkable breakthroughs and innovations.

In this article, we'll delve into the fascinating realm of creativity, unveiling techniques and strategies that can unlock the doors to your imagination. By exploring these methods, you'll discover how to channel your creativity effectively and supercharge your innovative thinking. So, buckle up and embark on this enlightening journey with us as we uncover the secrets to unleash your creative genius, empowering you to thrive in this dynamic world of endless possibilities.

# Mindfulness Meditation for Creative Clarity:

In our fast-paced world, the mind often becomes cluttered with distractions, making it challenging to tap into our creative potential. This is where mindfulness meditation comes to the rescue. By dedicating a few minutes each day to meditate, you can declutter your mind and enhance creative clarity. The process involves focusing your attention on the present moment, letting go of intrusive thoughts, and embracing the tranquility of now. With regular meditation practice, you'll notice improved concentration and a heightened ability to generate innovative ideas. The quieting of mental noise allows your creative thoughts to flow freely, leading to breakthroughs and unique solutions.

# **Brainstorming and Idea Generation:**

Brainstorming is not just about throwing ideas onto a whiteboard; it's a structured process for stimulating creative thinking. Gather a diverse group of individuals, each with unique perspectives, and encourage freethinking. Use techniques like mind mapping, a visual representation of ideas and their relationships, or the six thinking hats, a method that encourages different styles of thinking (e.g., critical, creative, optimistic). Through this collaborative approach, you can explore ideas from multiple angles and tap into the collective intelligence of your team. This synergy often leads to the discovery of groundbreaking innovations that might not have emerged through solitary contemplation.

# **Cross-Disciplinary Learning:**

One of the most effective ways to boost innovative thinking is by combining knowledge from various fields. The process of crossdisciplinary learning involves stepping outside your comfort zone and delving into domains unrelated to your expertise. For instance, if you're primarily involved in technology, take the time to explore art, history, or psychology. When you fuse ideas and concepts from different areas, you ignite a spark of creativity that can lead to truly unique innovations. By adopting a multidisciplinary approach, you'll be better equipped to solve complex problems with fresh perspectives.

# Embracing Failure as a Learning Opportunity:

In the pursuit of creativity and innovation, failure is not a roadblock; it's a stepping stone. Rather than fearing failure, embrace it as an essential part of the creative process. Each failure provides valuable lessons, bringing you one step closer to success. When you approach challenges with a mindset that views mistakes as opportunities to learn and improve, you'll be more willing to take risks and explore unconventional ideas. This resilience in the face of setbacks is a hallmark of highly creative individuals.

# **Visualization Techniques:**

Visualization is a potent technique for enhancing your creative thinking. It involves creating vivid mental images of concepts, ideas, or desired outcomes. When you can see these ideas clearly in your mind's eye, you're better equipped to explore their potential and refine them. Use visualization techniques to imagine the design of a new product, visualize a successful project outcome, or picture the implementation of an innovative solution. By harnessing the power of imagery, you can fuel your creative engine and transform abstract ideas into concrete plans of action.

### **Conclusion:**

Unlocking your creativity and enhancing your innovative thinking is an ongoing journey. By incorporating mindfulness meditation, brainstorming, cross-disciplinary learning, embracing failure, visualization, networking, curiosity, and digital tools into your creative toolkit, you can cultivate a thriving environment for innovation. Remember, creativity is not a finite resource; it's an abundant wellspring waiting for you to tap into. So, embark on this creative adventure and witness the transformation of your ideas into groundbreaking innovations.



# 1eryn

Creating the brows of your dreams with precision

Ithough beauty knows no age, a good set of brows may make you look years younger. Terryn Hall, the owner and creator of One Seven Cosmetic Tattooing, is an elite artist in Feathertouch Cosmetic Tattooing. Terryn has a whole host of talents, but her mastery of brow artistry is what truly sets her apart.

With the goal of boosting her clients' selfesteem, she never chased money and titles and instead focused on the people; the clients being her top priority. Her clientele, ranging in age from 16 to 82 years old, always leave with natural-looking brows! This internationally certified businesswoman believes who and how you are as a person, your belief system, ethics, and morals will shine through to how you are as a professional.

Terryn is bringing a new standard of Cosmetic Tattooing to Perth, thanks to her tremendous knowledge and experience!

# The Powerhouse of the Australian Cosmetic Tattoo Industry

Life is made not of desires but the acts of each person. Terryn Hall's career has been marked by countless triumphs. But had she figured it all out from the start? Terryn, like most of us, had no idea what she wanted to do after high school and couldn't bare the prospect of continuing her education. Having a diverse professional background and a treasure trove of questions in her head, she got a job as a receptionist at a real estate firm. Although she absolutely loved the job, Hall really didn't want to settle into the 9 to 5 at that age. She states, "I finally decided to study at Tafe, but still with no idea on what to do I settled on Business (Marketing) as it was universal and I knew it would probably serve a purpose at some point in my life. I thoroughly enjoyed achieving that diploma however still felt lost, so eventually worked at pubs & bars, (even a gentleman's club) restaurants & drive through bottle shops and fell in love with people!"



Terryn found interacting with people to be wonderfully infectious, and while it may appear that you see the worst sides of people, it offered her a huge tank of knowledge about the general public that she believes no textbook could ever teach. She truly enjoyed the rush of hospitality, however eventually got bored once again and ended up going back to studying to complete an advanced diploma in fashion & textile design; which led to owning her own swimwear line. This, too, was shortlived, as she struggled to find a sense of purpose and curiosity. "Nothing had my work tastebuds salivating and I was truly so fearful of "Groundhog Day". After I finished and conquered fashion, I found myself land in beauty reception, where I was able to gain skin knowledge & background. After about a year, my sights were drawn back to real estate and I eventually ended up as a licensed real estate representative working as an EA for a high-flying agent," the Founder of One Seven adds on.

Definitely a pleasant turning point in her life, Terryn had finally found her stride, and she liked what she did too. She excelled at the contractual part of the job, where she had to be incredibly organised while also enjoying the chaos of people. With a high turnover of clients, she saw a surge in her confidence and never felt bored, rather enjoyed being part of some of their biggest life transactions. This job of hers continued for six glorious years and by the age of 30, Terryn owned 3 investment properties across Australia, and had truly set a new path from her early days.

# **Building Your Self-Confidence**

Who wouldn't love the feeling of being responsible for someone smiling in the mirror? Terryn Hall is a wondrous professional who is constantly striving

to improve and grow as a person, but she attributes this to her own unrealistic expectations of herself. Her knowledge of the skin, facial mapping, and color theory comes from a background in brow shaping, medical spas, makeup artistry, and skincare.

# Leading by Example

With her prior business expertise, passing the baton when it comes to responsibility becomes exceedingly difficult for this female entrepreneur. Giving an insight into her key roles, Terryn shares, "My organisation is very small, it's just ME. I have automated as much as current IT capabilities will allow me, and the rest I do myself. The main time consumers are admin with clients, managing messages and social media."

# What Sets Her Apart?

Since a roadmap to life is personalized, we all work hard for the things we have today. The more you know about yourself, the more other people will too. Terryn Hall knew that she wasn't meant to be a real estate agent, so she practiced what she preached-creativity and ambition. Becoming the Owner & Founder of her own training masterclass and company, she takes pride in passing on this gift she has found so other can enjoy the same lucrative lifestyle.

When asked how she differs from others in her field, she said, "I definitely wouldn't say I'm different, or even better than anyone in my field, I think everyone is at different levels and offers a different version of cosmetic tattooing with their skill level and interpretation." This visionary powerhouse adores a natural look, so she has devoted all of her efforts to create the most realistic cosmetic tattooing possible!

# **Impressive Milestones**

Terryn Hall has demonstrated discipline and reached a level of balance in her life that many of us strive for. Giving someone breadwinning abilities and a fantastic work/life balance, according to the Founder of One Seven Cosmetic Tattooing, is more fulfilling than simply attaining monetary aspirations. Terryn says, "I would definitely love to list monetary goals that I've achieved that I never thought possible for myself, cracking 5 figures a week was massive for

me; however being able to give back to someone is an incredible feeling that no amount of financial gain can compare." Leading with compassionate influence and empathy for others has been instrumental in her life!

# Significant Obstacles & Dead Ends

There is no denying the fact that hundreds of thousands of businesses around the world were hampered by the COVID-19 outbreak. One Seven Cosmetic Tattooing had its fair share of setbacks as well. Terryn Hall asserts, "The challenges that came with covid were very financially devastating as we were shut down for over 8 weeks which was tough. At the time, I had two negative geared investment properties & one neutral geared which really debilitated everything I worked for." Having said that, the world did not come to a halt for Terryn.

# Her Dose of Inspiration

You can't resist but be golden when you distinguish yourself through consistency, commitment, and, most importantly, a strong support system! Talking about her biggest inspiration, Terryn Hall expresses, "I am so lucky to have such a great support system around me. My Mum put up the money for me to start my business only 4 years ago & she is absolutely the best role model I could have ever asked for in terms of believing in myself and not being afraid to give anything a go."

### **Genius Advice**

Terryn Hall, the creator of the one-of-a-kind **One Seven microblading tools**, experiences the deep, internal richness of life through cultivating a culture of ethical artists while also keeping satisfied clients and students. She advises the next generation of aspiring and budding Business people to focus more on people than just money. She mentions, "Don't start something just to say you're a business owner. When you focus on providing and making people happy and providing the best possible service you can, all the side effects will pay in spades and you will create a large community rather than just a large pay cheque."

Terryn's venture has survived clouds of uncertainty and now stands as a sure-fire ticket to boosting self-esteem, making people feel beautiful from the inside out, saving time in the morning, or letting them sleep a little longer while keeping their flawless brows a secret!





