**MOHIT KAPOOR**

📞+91.88500.21000 | ✉ [mohit@kapoormail.com](mailto:mohit@kapoormail.com) |🔗<https://www.linkedin.com/in/mohitkapoor> |📍Mumbai

**SUMMARY**

An accomplished Senior Digital Business Leader with an impressive track record of driving over US$ 100M in annual business through Digital Channels. My journey spans from playing a pivotal role at Reliance Jio, contributing to the telecom disruption in India, to leading digital transformation initiatives as the Digital Business Director at VEON (Banglalink). My expertise encompasses AI, ML, IoT, AR/VR, Blockchain, Metaverse, and Industry 4.0, with a proven ability to spearhead technology and digital businesses from inception to market leadership.

**CORPORATE EXPERIENCE**

Digital Business Director (Expat role), VEON (Banglalink) | April 2022 - Present

- Orchestrated a digital transformation that skyrocketed digital revenue to over 33% of total revenues, marking US$ 150M+.

- Led the MyBL App to a threefold increase in MAU and a fivefold revenue growth in under two years. MyBL SuperApp is now No.1 Lifestyle App in Bangladesh.

- Launched the MyBL SuperApp with First Principles based 6C strategy (Connect, Content, Commerce, Care, Courses, Community), positioning Banglalink as a digital leader in Bangladesh.

- Recognized with an industry award at the Global VEON event at Istanbul for innovative digital integration.

VP – Product and Business Leader, Jio Platforms | September 2014 – March 2022

- Created from scratch JioSwitch and JioAds, generating in excess of US$ 50M in annual revenues.

- Led group level strategic initiatives for Jio NewCommerce. On-boarded 50+ Agencies & 250+ Brands (across Industries) for JioAds. Set-up personalized relationships with Fortune 50 Brand’s CXO’s.

- Jury & Mentor at JioGenNext (Jio Start-Up Accelerator) and reported to Jio Platforms Board member.

Director South Asia, UTStarcom | 2005 – 2008

- Delivered US$ 25M+ Annual Revenues across RCom and other carriers in South Asia.

Country Manager South Asia, Alcatel | 1996 – 2004

- Established successful handset bundling partnerships, leading Alcatel to a high market share in Sri Lanka and Bangladesh.

**ENTREPRENEURIAL EXPERIENCE**

Founder & CEO, Apps Kiosk | 2011 – 2014

- Pioneered the world’s first patent-pending offline/local WiFi content store, later acquired by Jio.

Founder & CEO, Goolel Technologies | 2008 – 2009

- Established a rapidly growing mobile social network, acquiring over 100,000 users within a year

**ACHIEVEMENTS**

- At 25 years, became the youngest Country Manager/Product Head at a US$ 10Bn+ multinational corporation (Alcatel).

- Honoured with the ‘Star Entrepreneurship Award’ at the Indira International Innovation Summit.

**SKILLS**

- Leadership & Strategic Vision

- Product Innovation & Digital Disruptions

- Partnerships & Business Development

- Advanced Analytics & Emerging Technologies

- Financial Modelling & Business Execution Plans

**EDUCATION**

- MBA, National University of Singapore, Singapore, 2009

- Future Thinking Course, Institute of Future Thinking, online, 2020

- Next MBA, online, 2022

**PERSONAL INTERESTS**

Passionate about applying first principles thinking to solve complex challenges. Enthusiastic about mentoring and coaching teams towards growth. A connoisseur of coffee and dedicated family time, cherishing moments spent with loved ones and my pet, Muffin.

**INDUSTRY TALKS & ARTICLES**

- Jio's innovative approach to First Principles Thinking:

<https://www.freepressjournal.in/business/jio-is-all-about-first-principles-thinking-says-mohit-kapoor>

- Banglalink’s approach to Digital Transformation in Bangladesh: <https://www.dhakatribune.com/business/324665/bangladesh-on-brink-of-an-eruption-in-digital>