| **Founder Profiles**

Kavita Shenoy

CHIEF EXECUTIVE OFFICER

in LinkedIn Twitter

Kavita Shenoy leads by example and inspires through her work. Having worked with the best brands in the media for over a decade, Kavita recognised the gaps in the digital publishing industry and the challenges publishers faced. She co-founded Voiro in 2014 to help solve those challenges through better revenue monetisation and management processes. Kavita believes the success of Voiro lies in its understanding of the challenges that media houses face in effectively monetising their audiences. A great believer in "hiring the right talent to get the job done well," Kavita leads from the front and believes that Voiro can revolutionise how organisations drive business and revenue growth.

Jithin George

CHIEF PRODUCT OFFICER

in LinkedIn

Jithin George started his Voiro journey in 2014 as Co-founder and Chief Product Officer. Having started his career as a software engineer at Oracle, he later moved to the US to work with Cisco. His experience in writing production-ready code and passion for building innovative products from the ground up gives Voiro its unique edge. His vision for Voiro is to build a creative product that helps solve unique challenges faced by organisations regarding content monetisation and revenue growth.

Anil Karat

CHIEF TECHNOLOGY OFFICER

in LinkedIn Twitter

An alumnus of the National Institute of Technology, Karnataka, Anil Karat made his professional foray into the world of tech with Yahoo. He co-founded Voiro in 2014 and is the company's CTO. Anil's philosophy of thinking big from the start and taking no shortcuts has helped Voiro capture the Indian market across domains with its unique product offerings. He envisions Voiro capturing the interest of the international markets similarly across OTT, Media, E-commerce, and Telecom.

Anand Gopal

CHIEF OPERATING OFFICER

in LinkedIn Twitter

Anand Gopal's vision for Voiro is to help revolutionise monetisation and ad operations for media organisations. A graduate from Georgia Tech and NITK, Surathkal, Anand spent a few years in Sabre Airline Solutions before starting his entrepreneurial journey with Voiro in 2014 as COO. Armed with a deep understanding of ad-tech and media trends, Anand believes that Voiro's USP is that it offers a genuine solution to monetization teams that understand what it takes to grow an ads business and has all the tools needed to help ads teams reach their goals.