



MR. KETAN TRIVEDI (FOUNDER CEO)

A Chartered Accountant and serial entrepreneur by profession, he has 29 years experience in various capacities. After graduating with a Bachelor of Commerce degree from the Sydenham College of Commerce & Economics, a premier institution of Bombay University, he completed his articleship with M/s N.M.Rajji & Co. Chartered Accountants, Mumbai, one of the major accounting firms in India in the eighties. During this period he managed audits of large publicly listed companies including Wipro Ltd., Tata Tea, Tata Chemicals Ltd., Nirlon Ltd., Ceat Tyres, Chase Manhattan Bank, Hindustan Petroleum, and Toyo Engineering among several others. Thereafter he worked as a Chief Accountant and then as a Finance Manager for the Nirlon Group. After leaving Nirlon Group, he started his own firm K. S. Trivedi & Co. and later went on to found/associate with a couple of software and financial services ventures. Ketan's core skills include:

- General Management & Strategy
- Deep Functional Knowledge of Business Processes of Diverse Verticals
- Systems Analysis
- Financial Management
- Investment and Corporate Banking
- Project Management

To leverage his practical experience and extensive knowledge in business processes, information systems and software and feed his entrepreneurial hunger, he co-founded iWeb Technology Solutions Private Limited with Akshay Shah following the fantastic chemistry they experienced while collaborating for a third-party IT project.



MR. AKSHAY SHAH (FOUNDER COO)

Qualifications

Bachelor of Commerce from the Mumbai University, India.

Undergoing MBA, Concentration: International Business from Canyon College, Idaho USA.

Achievements – <http://www.iwebtechno.com/Awards.html>

I have won in the Technology Review **INDIA TR35 2011** contest for my software innovation 'Agilewiz BPMS™'; this contest recognizes the outstanding innovators under the age of 35 each year. Please visit <http://www.technologyreview.in/TR35/Profile.aspx?TRID=1053>

"STAR ENTREPRENEURSHIP AWARD" has been conferred to iWeb promoter Mr. Akshay Shah by the 3rd International India Innovation Summit 2010.

iWeb has been named as one of the 50 emerging companies in India for 2010 by NASSCOM. Please refer the list at <http://emerge.nasscom.in/2011/02/iweb-enterprise-suite%E2%84%A2-from-iweb-technology-solutions-an-erp-solution>

iWeb has also been named in the top 16 SaaS Apps in India by the NASSCOM SaaS App Jury in 2011, Details available here: <http://bit.ly/jzuqTP>

I was invited by the Entrepreneurship Cell, IIT Bombay as a speaker cum panelist for The Entrepreneurship Summit ' 11 which was held on the 6th of February 2011 at IIT Bombay.

I also topped in the Most Popular Entrepreneur Challenge 2009 and was also voted The Top Rated Entrepreneur in the same campaign. Please Visit - <http://www.yourstory.in/entrepreneurs/participants/1843>

Had also won VOICE OF ENTERPRISING INDIA CONTEST At TiE SUMMIT '09

Nominated and ranked at 139 in the Tata NEN Hottest Startups Awards 2008. Around 700 plus start-ups and entrepreneurs had participated in this Event across INDIA.

In the process of filing a Nomination at the Limca Book of Records under the head 'Youngest ERP Product Technology Innovator / Architect' which is competing with the likes of SAP - the World's No 1 ERP and others like Oracle, Peoplesoft & Microsoft.

Areas of Interest

I am a technology & business enthusiast cum blogger. Am an invitee blogger on global platforms like GrowVC.com, Yourstory.in and on the TechnoFIRST portal respectively. Most of my blogs are available at <http://www.iwebtechno.com/Awards.html>

Range of Experience

Core skills include:

- Enterprise Resource Planning Software & Technology Innovation, Development, Customisation & Implementation.
- Marketing and Product Demonstration of ERP Software and related Enterprise Solutions.
- Team Worker and Business Understanding of Enterprise Projects based on XP Standards
- Project Management for Enterprise Projects based on CMM, CMMI Level 5 & ISO 9000:2000 Standards.
- Exposure to various Enterprise Products like SAP, mySAP, Oracle, PeopleSoft, JDEdwards.
- Basic Web Application Programming know how in ASP 3.0, ASP.NET, Java, ADO, VBScript, XML, XBRL, AJAX and JavaScript.
- Database Application Programming in Access, MS SQL Server, Oracle, DB2 & ANSI-SQL.
- Developing RAD Programs using SQL Enterprise manager, Visual Studio – VB.NET
- Developing Codeless Programs using RAD Tools for iWeb Enterprise & Other applications
- Developing web based applications using HTML, DHTML, XML, and Flash technology.
- Knowledge on core IT Technology OOPS, OOAD, DFD, CASE, RAD, Codeless Tools and framework like IBM Web Sphere, Web Logic, SAP Net Weaver.
- Software Testing Skills using Test cases, 6-sigma & FEMA Management Techniques.
- Installation of Intranet & Internet networks on windows 2000 / XP & .NET Technology.
- Technical exposure to DSL Technology and router settings.

Business Experience:

Is a part of the core team in innovating, developing, marketing and implementing:

A. **iWeb Enterprise Suite™** - A web based integrated ERP / CRM / SCM product on multiple technology platforms catering to a gamut of verticals.

B. **AgileWiz BPMS™** - Technology Framework - Programming without coding – A codeless programming platform.

C. **Smart HIMS** – An **eGovernance** Health Information Management System.

Resource Management

2 year managing a team of five Resource Managers and two schedulers carrying out day-to-day Resource Management. Also responsible for implementing Resource Management throughout ASIC Infotech.

Project Management

Project coordinator for 4 of ASIC Infotech's ERP Implementation projects, 1 ISO 9000:2000 Consultancy and 1 CMM Level 5 Consultancy project from the last 1 Year.

Business Process Re-engineering

Assisted the Evaluate and Envision phase of three BPR projects, producing business case, recommendations etc.

Marketing and Customer Management

Is the spearhead of the organisation on the marketing, product demonstration, project management and correspondence fronts for Asia, Asia Pacific and South East Asia with select regions of US and Europe.

Role at iWeb Technology Solutions Pvt.Ltd. as an Executive Director and COO

- ✚ Spearheading & Innovating the Technology and Product Road Map for the Company and providing managerial, tactical and technical direction to the company.
- ✚ Brand Management Strategies - Brand Building and Positioning, Brand Identity.
- ✚ PR & Media - Press releases, Events.
- ✚ Strategic Planning -Market & Product research, Competition Analysis.
- ✚ Sales & Marketing, Distribution Channel Management & Franchising.
- ✚ Strategic Planning -Market & Product research, Competition Analysis.
- ✚ Product Launch - seminars, workshops and in house Product Training programmes.
- ✚ Development of marketing collateral such as prospectus and Authoring of presentations and demos.
- ✚ Managing the day to day business operations right from Marketing to Development and project delivery.
- ✚ Ensuring smooth co-ordination between the Sales team and Production team.
- ✚ To take care of project timelines and delivery schedules.
- ✚ Regular interactions with the Customer, Project Heads and Team Leaders.
- ✚ Project Tracking and Report Analysis.
- ✚ Interacting with the Board of Directors and creating submissions, reports.
- ✚ Closely working with the R&D Team and various Technology vendors on the new product and technology initiatives.