

Rashmi Verma



*Co-Founder & Executive Director,
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Rashmi is an alumna of IIT Roorkee in 1977 and has an MS from Eastern Washington University, USA in 1979. Rashmi has a rich experience in technology, management and entrepreneurship of over 35 years in the IT industry. Starting her career as a Software Engineer at IBM, USA she rapidly grew as a consultant to IBM Global Business Services, developing an expertise in IBM's Mainframe technologies over 12 years.



Passionate about making a positive impact to India, Rashmi relinquished her career in USA. Leveraging her technical knowledge, she led MapmyIndia's path breaking effort to create a scalable model to digitally map India. Over the years, she has selflessly mentored a team of thousands of young professionals to achieve their maximum potential, leading to successful delivery of several cutting-edge location-based projects. These projects generated funds from large enterprises and government allowing the company to be profitable from the start. This unique 'customer-funded model' has been highly acknowledged and recognized in a Harvard Business Review case study.

On one side Rashmi's propensity for driving innovation, and on the other, MapmyIndia, having already built its core platforms involving an unmatched comprehensive, detailed and highly nuanced data of India, along with imageries, photographs, videos of car survey of every nook and corner of India, live data coming from traffic probes and mobile devices spread across the Indian landscape, and a plethora of APIs to search, navigate, and analyse this data for almost all industry verticals in India, it is a natural corollary to leverage this treasure trove towards building a plethora of AI based disruptive models for consumers, businesses, and society at large.

Rashmi is a frequent speaker at technology forums, and business conferences. She is married to Rakesh with whom she co-founded MapmyIndia. In her free time, Rashmi enjoys singing classical Indian music and enjoys very simple pleasures that life has to offer.