

# RAJEEV ARORA

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## PROFESSIONAL PROFILE

With 30+ years of experience in high growth SaaS and enterprise software companies, Rajeev is well versed in the art of product management, marketing and strategy. Having acted as a GM, COO, CPO and CMO, Rajeev is passionate about helping new software projects and companies launch and grow using cloud technologies such as AWS, Microsoft Azure, or Google Cloud.

## CAREER HIGHLIGHTS

- Drove hyper growth at Nearpod from \$14M-\$40M ARR building one of the first B2B2C companies combining an engagement technology platform with learning content to help teachers engage every student in classrooms. Renaissance acquired Nearpod for \$650M in 2021.
- Succeeded in diversifying Parchment from a single market (K-12) to a multi-market including Higher Education, Corporate Training and a consumer presence. Resulting SaaS revenues grew from \$2M/yr to \$25M/yr in five years from over 15,000 educational & training organizations, serving over 10M consumers. Parchment was acquired by Instructure for \$835M in 2023.
- Directed product management, product marketing and global demand generation for Blackboard Collaborate – a \$50M SaaS education software business unit.
- Helped launch Elluminate. Grew company to over 160 employees, 1500 customers, numerous awards and multi-million dollar revenues. Successful exit through acquisition by Blackboard.

## CAPTURE HIGHER ED

2021 - PRESENT

Capture is the only vertical marketing automation platform for US postsecondary institutions to identify, convert, and enroll the right students using AI predictive models

## General Manager, Capture Software & Chief Product Officer

Transitioned Capture from a Managed Services company to a SaaS Technology Platform while delivering the first profitable year in the history of the company. Delivered a modern, data science enriched Marketing Automation Platform geared specifically towards higher education.

- Interviewed 30% of customers within first 90 days.
- Created strategy for transitioning from Services to SaaS and evangelized it internally.
- Created offshore engineering team based in India to build SaaS product. Grew team from 5 engineers and 2 data scientists to a combined team of 17 engineers, data scientists, product managers, DevOps, QA and UX designers.
- Established scalable processes including Cross-functional team, Customer Advisory Board, Annual user conference, Agile Development, bi-weekly sprints and monthly retrospectives.
- Innovated product to provide marketing solutions for Higher Education including Google Search/display/video, Facebook/Instagram, TikTok and Snap.
- Enhanced Technology stack to latest versions of LAMP, Laravel, PHP, Vue, AWS, S3/Athena, Terraform.
- Launched new Predictive Analytics offerings based on Machine Learning models to improve application and enrollment yields.

## LINGK

2019 - 2021

Lingk is the most developer-friendly Integration Platform as a Service for institutions of learning. Integrating Salesforce with SIS's (Ellucian, PeopleSoft) and LMS's (Canvas, Blackboard) through modern APIs helps institutions promote online education, student enrollment, success, retention and advancement

## Chief Operating Officer

Positioned Lingk to Education institutions as a necessity for digital transformation especially during Covid-19 to drive student enrollment, online learning, and data analytics.

- Refocused Lingk on the Salesforce & Ellucian ecosystems.
- Established Lingk's first Customer Advisory Council.
- Increased bookings by 300% through new offerings including managed integration services and iPaaS.
- Established scalable operations for sales, marketing, HR, professional services and software development.

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## NEARPOD

2018 - 2019

Nearpod, an Insight Venture Partners company headquartered in Miami, FL, is the world's most comprehensive student engagement platform with thousands of lessons and activities to drive 100% student engagement in K-12 classrooms

## Chief Marketing Officer

Developed go to market strategy for hyper growth in the K-12 instructional technology and content businesses.

- Grew company from \$14M ARR to \$40M ARR in 18 months.
- Hired and developed a high performance, agile marketing team.
- Created one of the most teacher-beloved brands in education technology. Lead the shift from B2C focused selling to B2B including school and district level sales.
- Acquired Flocabulary and led integration of teams and product strategy. Launched first user conference with ~350 attendees including teachers and senior district administrators.

## PARCHMENT INC

2012 - 2018

Parchment, a high growth, venture backed (\$50M) educational technology company headquartered in Scottsdale AZ, is an online service allowing learners, academic institutions, and employers to request, verify, and share credentials in simple and secure ways.

## Senior Vice President, Product

Developed strategy and led execution to deliver products and services of Parchment's online platform.

- Worked directly with the CEO to develop and execute the corporate strategy to achieve revenue goals and aggressively grow across multiple markets.
- Integrated two product acquisitions to expand into Higher Education and Consumer markets, enabling year-over-year growth exceeding 25%.
- Partnered closely with the CEO to evangelize Parchment's mission and vision with key education practitioners and policy makers at the White House, Department of Education, Lumina, ACE convenings, as well as at board/investor meetings, industry trade shows and publications.
- Responsible for a team of over 80 professionals in Marketing, Product/ Program Management, Development, Quality Assurance, Hosting, Support, Training and HR.

## BLACKBOARD INC

2010 - 2012

Blackboard is a leading provider of education related software and services with over \$600M in revenues headquartered in Washington, DC.

## Vice President, Marketing & Strategy, Blackboard Collaborate

Led marketing and product for Blackboard's Collaborate SaaS business.

- Key member of Executive Team responsible for integrating Wimba and Elluminate together into a cohesive division and further into Blackboard as the parent company resulting in 20%+ growth within the first year and 85%+ customer retention.
- Directed all communications, branding, collateral development and media strategies globally for the \$50 million annual subscription revenue business unit.
- Responsible for all product management activities including product roadmap, product advisory council, win/loss analysis, press and analyst relations.

## ELLUMINATE

2002 - 2010

Elluminate was a venture backed virtual classroom software provider headquartered in Calgary, Alberta, Canada.

## Vice President, Marketing & Strategy

Launched company and product growing to over 160 employees, 1500 customers, numerous awards and multi-million dollar revenues leading to successful exit of sale of company to Blackboard resulting in 10x return for original investors.

- Managed product management, product marketing, customer support, customer success and business development functions.
- Created K12, Higher Education and corporate training lines of business with extensive sales enablement, tradeshow and event marketing, PR and analyst relation programs.
- Extensive experience with venture capital, Board of Directors presentations, M&A due diligence.

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## **VIASOFT INC**

1997 - 2000

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Viasoft was a publicly traded Year 2000 software and services provider headquartered in Phoenix, AZ.

### **Vice President, Product Marketing**

Built a software product and services business from 0-\$75M in 24 months.

- Analyzed the market, identified acquisition and partnership candidates, created brand identity, and did a global launch for OnMark 2000 in 6 months.
- Defined channel sales program to deliver PC Year 2000 solution to Fortune 1000 customers, to mid-size businesses, to SOHO and consumer markets.

## **BOARD OF DIRECTORS EXPERIENCE**

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### **REMOTE LEARNER**

2014 - 2018

Remote-Learner has been providing educational technology services since 1982 to its business, educational and governmental clients.

### **PESC**

2015 - 2018

PESC is the North American Educational Data Standards body promoting the definition, implementation and usage of data exchange standards within the Education Domain.

## **EDUCATION**

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### **Masters of Science, Engineering Management**

Santa Clara University, Santa Clara, CA

### **Bachelor of Science, Electrical Engineering**

Rensselaer Polytechnic Institute, Troy, NY

## **AFFILIATION**

- iNACOL: Advocacy Committee Member (2008-2010) EDUCAUSE: Member (2005-Present)
- ISTE: Member (2007-Present)
- The Indus Entrepreneurs (TiE) AZ: Chapter President (2001-2002)