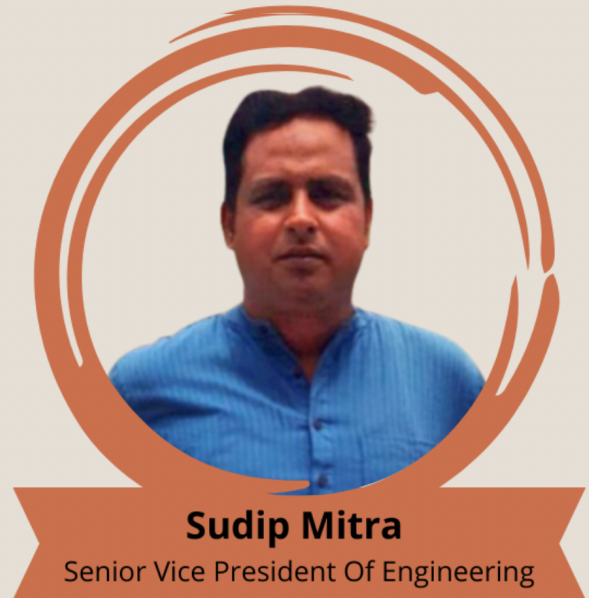


# Our Success Story

for



## Introduction

Headquartered in San Francisco and Ahmedabad, India, Hubilo is a global intelligent virtual events platform. Founded in 2015 by Vaibhav Jain and Mayank Agarwal, the company is focused on reimagining marketing landscapes around virtual events and unlocking massive insights for stakeholders including CMOs, event organizers and sponsors to track attendee engagement. With Hubilo, businesses can host virtual events while receiving real-time data and analytics.

## Problem Statement

With the vision to create compelling virtual spaces where human connection is celebrated, shared experiences advance, and network intelligence amplifies, Hubilo was on the lookout for a leader with a high-growth mindset and a playbook for engineering structure and processes. A seasoned techie to join the team as the Senior Vice President of Engineering was the mandate. The appointed senior tech executive would be responsible for taking full ownership of the set challenges and coordinating with multiple leaders globally.

## Solution and Execution

Placing Sudip Mitra at Hubilo can best be described as fit like a glove. Hubilo was looking for a tech visionary to join their team for some time before approaching Purple Quarter to find the right tech candidate.

Hubilo's management team were specific about their search expectations, they wanted a tech leader who was assertive and zealous. The ideal leader should have had hands-on experience and knowledge in B2C as well B2B companies. Scalability and a proven track record of technical excellence were of paramount importance.

After carefully thinking and matching profiles with the company's mandate, Purple Quarter was



confident that Sudip Mitra was the best match for the leadership role. Given Sudip came from a gaming background, the connection with Hubilo's mission and the goal was instant.

Sudip's personality aligns perfectly with Hubilo's mandate; he is a passionate technologist with a proven record of high growth performance. Sudip was the erstwhile engineering leader at Games24x7 before his joining. He has around 13 years of experience building highly scalable, distributed, resilient, cloud-native products from the ground up. In his career trajectory, Sudip was associated with notable brands such as CA Technologies and Cisco taking part in fundamental roles like defining a Dev workflow and hands-on with both low and high-level architecture and design involvements.

What really stood out in this engagement was the turnaround time – Purple Quarter closed the position within a month of receiving the mandate. Hubilo's management collectively liked Sudip during their first meeting and interaction, the mandate was completed with Sudip within 3 days of the interview. Although Hubilo was initially looking for a Vice President of Engineering, given Sudip's experience, technical know-how, knowledge depth and fit, Hubilo appointed him as the Senior Vice President of Engineering. It was clear from the start that Sudip is a creator who is capable of working on projects of all sizes and complexities.

## Looking Forward

Purple Quarter's specialized Behavioral Metrics Model(BMM) contributed to Hubilo's closing of its Senior Vice President of Engineering role. With Sudip being integrated into Hubilo's roadmap, the company appears to be on a fast-paced path forward. As part of its expansion, the organization plans to expand its revenue operations team. The team of engineers is being expanded from 40 to 150 under the leadership of Sudip. On Hubilo's requirement for a senior tech leadership search, Purple Quarter identified Sudip as the perfect candidate. Under the influence of Sudip's leadership, the Hubilo platform comes with new features designed to improve attendee engagement and nurture greater human connection in the new remote-everything world.

