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**Mrs. Rashmi Verma**  
**Co-Founder - Executive Director, Map Database Development,**  
**MapmyIndia**

Rashmi, an alumna of IIT Roorkee, India obtained a Bachelors of Chemical Engineering with Distinction in 1977 and 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. Very early on, IBM recognized her technical capabilities in IBM's flagship software technologies and assigned her as a consultant to customers across the US. But this career trajectory was not enough for Rashmi; she along with her husband, relinquished her settled career and lifestyle in the US to pursue her dream of starting out on her own and of bringing innovative solutions to India. Her deep experience at IBM with the latest software technologies of the time became a precursor to her efforts with various technologies in her later years as an entrepreneur.

Leveraging her technical knowledge, she led MapmyIndia's pioneering and path-breaking effort to create the

foundation, framework and architecture for a robust and scalable model of digital mapping in India. She established the basic DNA of MapmyIndia which is the passion for building maps. As part of this monumental effort, Rashmi selflessly trained, mentored and created a team of passionate GIS and digital mapping professionals at MapmyIndia, and groomed and nurtured thousands of young professionals to empower them to achieve their maximum potential. Under her leadership the MapmyIndia team has successfully delivered India's most comprehensive and feature rich location data products and services. Since the early days of MapmyIndia, to help fund her and Rakesh's vision to build India's most comprehensive digital map, they turned to big enterprise and government customers looking for map and location-based GIS solutions, and successfully delivered high value GIS projects and services which generated funds to invest in map data survey and product development. This unique and highly effective business model of MapmyIndia has been highly acknowledged and recommended in a case study by Harvard Business Review.

Rashmi is a frequent speaker at forums of Women Business Leaders. Rashmi is married to Rakesh with whom she co-founded MapmyIndia. They have two children who are well settled. Rashmi loves reading, singing, playing with her grandchildren, teaching under-privileged children, and lives with her husband in New Delhi.

