

# Roop K Bhadury

## Profile

I'm an experienced entrepreneur, marketer and technologist, who's founded tech startups in the US, Australia and India over the past 20 years. I have designed and built products in advertising, marketing, education and healthcare and have had the good fortune to have led some great technical and design teams along the way. I've worked with customers in more than a dozen countries with organisation sizes ranging from small 2-3 person outfits to multi-billion dollar corporations as well as universities. I've also done strategy consulting, where I worked with aged care and government.

Being a founder, I have some capital raising experience and have raised over US\$3MM across my companies. I also have a good understanding of intellectual property and have applied for multiple patents with the USPTO throughout the course of my entrepreneurial journey. As I pondered my professional future in a post-pandemic world, I decided to take a step back from my founder role and focus on investing and advisory, while building a deeper understanding of modern technological developments within Artificial Intelligence and its expected impact on organisations.

In alignment with this goal, I recently accepted a fully funded place in the PhD program in Information Systems and Innovation at the London School of Economics and Political Science. My research is helping me deeply explore the world of Large Language Models (LLMs) and AI in the context of their implementation and associated challenges within organisations. This research follows on from the commercial work I've done over the past several years in Robotic Process Automation (RPA) and LLMs in my last venture.

I aim to leverage my commercial background and research led understanding to help startups as well as established organisations with their technology interpretation, implementation maturity and growth.

## Experience

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| Engag3d Inc.<br>Brisbane, Australia<br>San Francisco, USA     | Founder & CEO<br>A Robotic Process Automation plus AI based Autonomous Marketing Platform with customers across Australia, India and the US<br>- Achieved a pre-pandemic ARR of US\$2MM<br>- Winner of A\$200,000 Ignite Ideas Grant (Round 6, 1 of 3 winners)<br>- Part of Startup Grind's Startup Program (Top 1% of startups globally)<br>- Product architect for <i>Engag3d</i> | Jul 2017 - Jun 2023 |
| Startup Grind<br>Brisbane, Australia                          | Chapter Director - <i>part time</i><br>Interviews with founders and VCs<br>- Brisbane Chapter<br>- Monthly Fireside Chats with Entrepreneurs & VCs                                                                                                                                                                                                                                  | Dec 2017 - May 2022 |
| Yantra Consulting<br>Brisbane, Australia                      | Principal Consultant<br>Founder and Principal with a 12 person team<br>- ARR of US\$1MM within 12 months<br>- Subscription based revenue model<br>- Created a unique Agile Strategy Framework<br>- Worked with more than 30 corporations Australia-wide                                                                                                                             | Oct 2014 - Dec 2016 |
| Edgevertise Inc.<br>Brisbane, Australia<br>San Francisco, USA | Founder & CEO<br>Online Advertising and Content Delivery platform with an on-page, 6 parameter ad engagement model<br>- Raised US\$2MM in seed capital<br>- Served more than 400 million ads for 250 advertisers across 8 countries<br>- 4 USPTO Patent Applications as principal inventor<br>- Product architect for <i>Edgevertise</i>                                            | May 2008 - Apr 2013 |
| Redsult Advertising<br>Brisbane, Australia                    | Digital Account Director<br>Brisbane's most highly awarded Ad Agency<br>- Built Digital Management division<br>- Managed large government accounts                                                                                                                                                                                                                                  | Nov 2007 - Apr 2008 |
| Professorji<br>Pune, India                                    | Director & CEO<br>One of the world's earliest EdTech portals for test preparation program delivery with personalised question banks<br>- Raised US\$500,000 in seed capital<br>- Strategic partnerships with 200 instructors and 10 universities<br>- 5,000 users and US\$250,000 in revenue within 6 months of launch<br>- Product architect for <i>professorji</i>                | Jul 2000 - Jun 2001 |

## Patent Applications

Roop K. Bhadury & Dev M. Zaveri. “End User Viewable Web Element.” United States Patent Application (0110296293), (May 26, 2011).

Roop K. Bhadury, Derek McDonald & Dev M. Zaveri. “Method and System for Managing and Linking User Accounts.” United States Patent Application (0110295702), (May 26, 2011).

Roop K. Bhadury, Mark Brown, Derek McDonald & Dev Zaveri. “Advertising and Mobile Site Builder.” United States Patent Application (20110296294), (May 26, 2011).

Roop K. Bhadury, Derek McDonald & Dev Zaveri. “Method and System for Content and Application Serving Mechanism.” United States Patent Application (0110295681), (May 26, 2011).

## Education

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|-------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| The London School of Economics and Political Science<br>London, UK      | PhD (Doctor of Philosophy)<br>- Management (Information Systems and Innovation)<br>- Awarded LSE PhD Studentship (Fully funded with Stipend)   | Sep 2023 - Sep 2027 |
| Harvard Business School<br>Cambridge, USA                               | GMP (General Management Program)<br>- Leadership, Strategy, Marketing                                                                          | Aug 2022 - Nov 2022 |
| Griffith Business School,<br>Griffith University<br>Brisbane, Australia | MBA (Master of Business Administration, Advanced)<br>- Research major<br>- GPA of 6.0 (out of 7) for Research thesis in Advertising Creativity | Jan 2005 - Jun 2005 |
| Griffith Business School,<br>Griffith University<br>Brisbane, Australia | MTM (Master of Technology Management)<br>- Innovation, Entrepreneurship<br>- GPA of 5.50 (out of 7)                                            | Jan 2002 - Jun 2003 |
| Griffith Business School,<br>Griffith University<br>Brisbane, Australia | MBA (Master of Business Administration)<br>- Marketing, Branding<br>- GPA of 5.83 (out of 7)                                                   | Jul 2001 - Jan 2003 |
| Copenhagen Business School<br>Copenhagen, Denmark                       | ISUP (International Summer University Program)<br>- eBusiness<br>- Grade 13 (highest in the Danish grading system)                             | Jun 2002 - Jul 2002 |
| University of Glasgow &<br>Aarhus School of Business<br>Århus, Denmark  | ESSAM (European Summer School for Advanced Management)<br>- Strategic Marketing<br>- Grade A+ from University of Glasgow                       | Jun 2002 - Jul 2002 |

## Awards and Certificates

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| The London School of Economics and Political Science                              | LSE PhD Studentship<br>- Annual maintenance stipend of for 4 years<br>- Full tuition waiver for PhD program at the LSE                                                                                                | Sep 2023 - Sep 2027 |
| Advance Queensland,<br>Queensland Government<br>Brisbane, Australia               | Ignite Ideas Grant (Round 6)<br>- A\$200,000 in funding for Engag3d Pty Ltd<br>- 1 of 3 recipients from 600+ applicants                                                                                               | Jul 2020 - Dec 2022 |
| Australian Consortium for Social & Political Research Inc.<br>Brisbane, Australia | ACSPRI Winter Program<br>- Fundamentals of Multiple Regression<br>- Applied Multiple Regression Analysis<br>- Fundamentals of Structural Equation Modelling<br>- Applied Structural Equation Modelling using R & AMOS | Jun 2014 - Jul 2015 |

## Journal Articles and Conference Proceedings

Mark R. Brown, Roop K. Bhadury, Nitin Bansal & Ellen Bloxsome. “The priming effect of competitor product information on advertising creativity.” *International Journal of Market Research*, 62(5), 633–648 (September 2020).

Mark R. Brown, Roop K. Bhadury & Nigel K. LL. Pope. “The Impact of Comedic Violence on Viral Advertising Effectiveness.” *Journal of Advertising*, 39:1, 49-66 (March 2010).

Roop K. Bhadury & Pauline Tang. “Follower Brand Perception and the International Education Destination Decision - An Analysis.” *Australian and New Zealand Marketing Academy*, (December 2006).

Roop K. Bhadury & Mark R. Brown. “Analogical Thinking, Near Priming, and Advertising Creativity.” *American Academy of Advertising*, (April 2006).