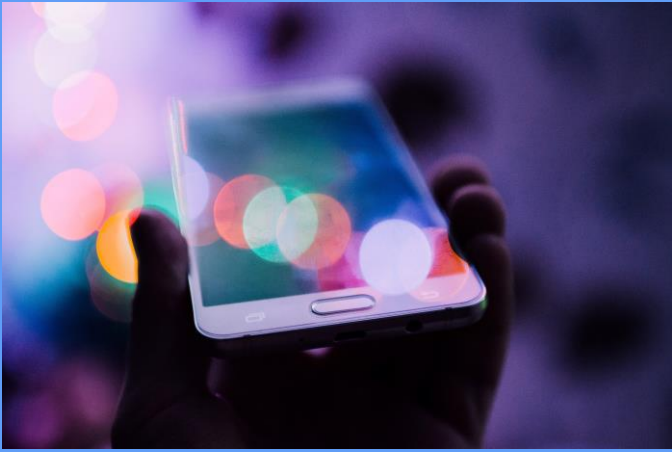




ANANT PATANI

# ANANT PATANI



Anant Patani is a Digital Transformation consultant with over 21 years of experience in the areas such as Strategic Thinking and Planning, Technology Delivery and Operations, and Innovation and Growth.

He has worked with various organizations in various domains like EdTech, Enterprise, Web Application Development, E-Commerce, and Safety Critical Systems.

As a techno-business leader in the EdTech space, Anant has a proven track record of success in transforming technology plans into innovative products through effective resource allocation, sales management, business planning, and new business development and marketing.

In his last stint at Athena Global Education, he built a number of products and services from ground up including a Learning Experience Management Platform. CRM system, Data Warehouse and Analytics, and a Blockchain-based Credentialing system. He initiated Sales and Marketing Automation and also set up complete Sales, Marketing and Operations to support the B2C business.

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## THE EDTECH SPACE

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# KEY HIGHLIGHTS

Anant has a wealth of experience in the field of education technology. The following highlights provide a summary of his notable projects and their successful outcomes.

# KEY HIGHLIGHTS

1

E-learning implementation for **Sikkim Manipal University** (distance education) where **73+ programs** and **1,00,000 users** join every year

Managed **10+ Enterprise Partners** and delivered various learning programs for working professionals for **GlobalNxt University** producing **5000+ graduates**

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3

Delivered a number of Banking, Financial Services, and Insurance (BFSI) programs on e-learning platform with **10+ Public Sector Units/Private banks** under **Manipal Academy of Banking** that resulted in more than **20,000 successful graduates**

E-learning implementation for reskilling and upskilling IT-related Programs offered at **Manipal Prolearn** with more than **1,00,000 successful graduates**

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# KEY HIGHLIGHTS

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E-learning platform implementation for [MyLaw.net](http://MyLaw.net) where 35 + programs offered for Law students under **Gaboli Online Services**

E-learning implementation and 50+ hobby based online courses (Digital marketing, Finance, Healthcare, Photography) delivered under Ireland-based **Shaw Academy** producing 3 Million successful graduates

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Delivered mobile application development (Android, IOS) for accessing live webinars, offline recordings, and course material, and the registration for new courses

Integrated various International Standards FERPA/ PII, Web Accessibility (Sec 508), LTI, QTI, Calliper Analytics, Oneroster, SCORM content, XAPI for different customers under **Diaspark Infotech**

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# KEY HIGHLIGHTS

9

Integrated various **Learning Management Systems** (Canvas, D2L, Moodle, Blackboard) with School Districts for a course evaluation company in Canada under **Diaspark Infotech**

Integrated various **Student Information Systems** (Office 365, Clever, Class link, Google Classroom) with school districts for a Digital Portfolio company in USA for **Diaspark Infotech**

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Integrated various **collaborative tools** with Knowledge Management Systems for setting up meetings with students and teachers (BigBlueButton, Zoom, Adobe Connect, WebEx) for company in USA under **Diaspark Infotech**

Successfully set up the **OpenEdx LMS** and built a **Center of Excellence (COE)** for the Technical and Content Team for **Lithan Academy**, a Singapore based EdTech Company

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# KEY HIGHLIGHTS

13

Implemented a **Chatbot** using Machine Learning, **Email Marketing** (Marketo), and **Lead Management** using Salesforce under **Shaw Academy**

Deployed and optimized all **Pay-per-click (PPC) campaigns** across all paid channels (Facebook, Google, Affiliate channels) from lead acquisition to retention, performed **A/B testing** to improve conversion rate in the free trial and subscription model in the B2C context under **Shaw Academy**

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15

Built a **technology platform**, for a **nonprofit organization in the USA, Say Yes**. This organization uses the platform to target what the organization views as four major problem areas affecting low-income students from having access to post-secondary education: social/emotional, health, academic, and financial.



# KEY HIGHLIGHTS

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Built **middleware integrations** to exchange student credentials from different Student Information System for a USA-based company that offers literacy courseware for elementary through high school students under **Diaspark INC**

Built **micro sites** for managing events and a **alumni management platform** for a top-notch management college in India under **Gaboli Online Services**

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Built a **Campaign Management platform** to address concerns, interests, and values of educators, family, and students for one of the leading Data Management companies in the USA under **Diaspark INC**.

# KEY HIGHLIGHTS

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Handled **technology, operations and strategy** for **Athena Global Education**, a Dubai-based EdTech firm. Launched **several online MBA, Diploma, and Micro credential programs** in association with various top-most European universities and institutes such as Catholic University of Murcia, Spain; Guglielmo Marconi University, Italy; Scottish Qualification Authority, U; Cambridge International Qualifications, UK; Charter Management Institute, UK

Built a **Customer Relationship Management (CRM) system**, predictive analytics, customer success workflow, sales automation, marketing automation workflows at **Athena Global Education**

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# KEY HIGHLIGHTS

## LIST OF CUSTOMERS

Here is a list of customers with whom Anant has worked with in the EdTech space.

[www.mylaw.net](http://www.mylaw.net)

[www.manipalglobal.com](http://www.manipalglobal.com)

[www.MeritTrac.com](http://www.MeritTrac.com)

[www.shawacademy.com](http://www.shawacademy.com)

[www.diaspark.com](http://www.diaspark.com)

<https://sayyestoeducation.org/>

<https://explorance.com/products/blue/>

<https://www.bulbapp.com/>

<https://expertknowledgenetworksinc.com/>

<https://thinkcerca.com/>

<https://mdreducation.com/>

<https://www.lithan.com/international/>

<https://www.globalnxt.edu.my/gnxt.html>

<https://athena.edu/>

<https://www.uniathena.com>

<https://www.nuvedalearning.com>

Thank you

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