**Yashraj Vakil**

Yashraj Vakil, Chief Executive Officer – CaptainBiz (Logo Infosoft), has extensive experience of over 20 years, in turning around businesses, pioneering successful ventures, and providing insightful perspectives on entrepreneurship, start-ups and consumer tech. His diverse skill set, proven track record, and commitment to creating an impact make him a compelling and authoritative source for conversations. He presently focuses on leveraging the India stack for CaptainBiz, a FinTech SaaS product aimed at simplifying Financial Operations (FinOps) for Micro, Small, and Medium Enterprises (MSMEs) in India.

Yashraj, an accomplished leader with a rich business background, has been a part of many successful start-ups. In pivotal roles, such as the COO at SportsTech unicorn, Dream11, he implemented transformative business and product strategies that contributed to the platform's significant growth. Yashraj's hands-on leadership style, coupled with the strategic bent to develop tech products and scale start-ups has consistently delivered remarkable results. His ability to navigate diverse sectors and drive product success with innovative marketing and growth campaigns underscores his dynamic influence on the business landscape.

Yashraj's career showcases a versatility that extends across FoodTech, Gaming, SaaS, Fintech, e-commerce, D2C, EdTech and digital marketing with brands such as Mumbai Indians, Zapak, Adidas Cricket, Citibank, PepsiCo, BMW, Discovery Channel, DeBeers, Liberty General Insurance, Nayara Energy (Essar), Dell, Indiabulls and Asian Paints. Yashraj's commitment to excellence is evident in his multifaceted journey, making him a sought-after expert in navigating the ever-evolving dynamics of tech businesses.

Yashraj’s leadership at Dream11 earned him the distinguished Red Herring Global 100 award. Beyond business, Yashraj's commitment to social impact has been recognized by the United Nations and Ashoka Changemakers. Further highlighting Yashraj's multifaceted contributions, his whitepaper addressing "Jurisdictional Issues in Cybercrime Prosecutions" was awarded by the Mumbai Police and NASSCOM. The paper's publication and its subsequent citations in student theses and dissertations attest to Yashraj's influential role in contributing to the subject’s academic discourse. He also played a pivotal role in building India's first truly successful real-time casual multiplayer game, Kancha, at Zapak, which established new simultaneous play benchmarks. As a marketeer, he spearheaded impactful digital campaigns, such as TweetMobs for Mirinda and #RetireTheJerseyNo10 for Mumbai Indians to immortalize Sachin Tendulkar retirement from cricket. An avid traveler, Yashraj also has a global footprint of visiting 281 cities in 39 countries. He also shares his perspectives through columns featured in The Entrepreneur India, BW Businessworld, and Express Computers. A self-taught programmer, Yashraj graduated from Mumbai University, earned a Bachelor’s in Law. He also holds a Diploma in Cyber Laws from the NALSAR University of Law, Hyderabad