

# AJAY MOHAN REDDY

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## Summary

2008 – Present Entrepreneur, focus on building online and offline communities in travel and sports domains.  
2004 – 2008 Built software for international clients in media and airline industry.

## EXPERIENCE

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<b>GoUNESCO</b>	<b>Founder</b>
Hyderabad, Bangalore, India	2012-Present

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[GoUNESCO](#) is a social enterprise I conceptualized to make heritage more accessible, interesting and fun for young people, via online travel challenges and initiatives such as student outreach programs.

- Supported by UNESCO New Delhi, appreciated by UNESCO Germany
- Inspired thousands of travelers from more than 50 countries to travel to UNESCO world heritage sites.
- Run one of the largest global student outreach programs with more than 300 students from 30+ countries.
- Signed partners in Europe and India in tourism and heritage promotion – EUHeritage Tour, Explore Hampi
- Signed diverse sponsors - Lonely Planet India, Timex, Taj Falaknuma Palace, Indiahikes.in.

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<b>Hyderabad Marathon</b>	<b>Organizing Committee, Founding Team</b>
Hyderabad, India	2011, 2012, 2013

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[Hyderabad Marathon](#) is India's second largest Marathon. Worked in almost every aspect of the marathon since its inception and grew the marathon from 0 to 5000+ participants in 3 years and to India's 2<sup>nd</sup> largest in 2 years.

- Set up and managed the entire online infrastructure including website, 3<sup>rd</sup> party registration system, social media channels and customer support.
- Built the Marketing and Communication team; ensured effective communication and engagement via online channels, consistently rated Excellent in after event surveys.
- Implemented India's first ever shoe donation program of nearly 600 pairs of shoes at 30 colleges.

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<b>Mojostreet</b>	<b>Community Manager, Founding Team</b>
Hyderabad, India	2011-April 2013

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[Mojostreet](#) is India's first location aware search platform for smartphones with over 250,000 users.

- Built focused communities for food and travel lovers who were our main target audience and signed them up through social media outreach.
- Conceptualized and oversaw development of an analytics dashboard to track user behavior and activity on the app. Initiated and implemented strategies for increasing user activity by using email reminders, push notifications.
- Directly managed 12 person team responsible for enhancing local search using tags and filters.

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<b>Tripnaksha.com</b>	<b>Founder</b>
Hyderabad, India	2009 – 2011

Launched the first comprehensive guide for independent adventure travel in India. Product currently shut down.

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<b>Bon Vivant Health Foods</b>	<b>Managing Partner</b>
Hyderabad, India	2008

Bon Vivant aimed to establish an end to end supply chain for organic food in India.

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<b>Infosys Technologies Ltd</b>	<b>Analyst</b>
Hyderabad, Houston, Chicago	2004 – 2008

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- Performed due diligence of Yield Management software applications at United Airlines. Created resource allocation plans, transition schedule based on findings; managed team to execute knowledge transfer
- Developed supply chain software for Paramount Pictures to improve shipping times at their home video department.

## EDUCATION

Malaviya National Institute of Technology Jaipur, India  
Bachelor of Technology, Electrical Engineering 2004

## ADDITIONAL

Marathoner, Travel enthusiast (<http://hitchhikingindia.tumblr.com/2010trip>), Volunteer – [Hyderabad Runners](#), Hyderabad Startups.