

December 8, 2021

TO WHOMSOEVER IT MAY CONCERN

I have had the privilege of knowing Amit Vakil for over two decades. We were colleagues at Dun & Bradstreet India, where Amit played a pivotal role in setting up the Sales & Marketing Solutions business.

Amit is a pioneer in B2B data management in India having set up and managed databases in many multinational and Indian financial institutions and companies. He is regarded as an expert in B2B direct marketing, leveraging the power of data to drive engagement with prospects.

At Dun & Bradstreet, he headed the Sales & Marketing Solutions business and accelerated the sales of the company's solutions in technology MNCs, telecom companies, and management colleges. He was responsible for managing the P&L of the business and driving its strategic growth initiatives for several years.

When Rubix Data Sciences was established, we engaged with Amit and Credence to put in place a B2B data strategy and create a strong foundation for the business. We are closely associated with Amit and Credence to this day.

Amit is knowledgeable and meticulous with a strong sense of integrity. Having worked with him for nearly two decades, I know that he adds tremendous value to businesses, both as an operating owner or advisor. I always come away from my meetings with Amit feeling enriched, having learned something new from him.

I wish Amit the very best in all that he does!

Sincerely,



Kaushal Sampat  
Founder  
Rubix Data Sciences Pvt Ltd

