

# This is the story of a born entrepreneur

She took everything she learned from her parents' printer business and applied, evolved and grew...all the way to becoming a three-time tech co-founder and CEO.

Moved to Austin (2019)

Started Special Sauce Communications with friends (2000)

Silicon Valley move to work at tech PR company (1999) Sun Microsystems, career switch from PR to product (2002)

VMware, built e-commerce business and digital experiences (2007-2012)

Founder and CEO at Built.io (2014) Raised \$31.5M Series A for Contentstack (2019)

MBA from Santa Clara University (2002)

Student leader / activist

focused on equity

Co-Founded Raw Engineering (2007) CEO at Raw Engineering (2012) Spun out Built.io and Contentstack from Raw Engineering;

Sold Built.io to SoftwareAG;

Founder and CEO at Contentstack (2018)

Early entrepreneur

### She's not much like other tech CEOs

- ▶ Non-technical, female founder and CEO of an enterprise software company (Contentstack)
- ▶ Built a profitable services business (Raw Engineering) that was bootstrapped for 10+ years
- ▶ The Big Restructure:
  - > Sold Built.Io to Software AG with no banker. Funneled proceeds to other businesses
  - ▶ Spun out Contentstack with customers, revenue and demand
- ▶ Exited first raise for a Seed round, increasing Contenstack's valuation
- ▶ Raised \$31.5M Series A, a record for a female-owned SaaS company
- ▶ Certified sommelier













#### **THROUGH WORK**

- ▶ Building a values-based organization
- ► Cultivating talent
- Unblocking and rallying
- Building bridges with customers, prospects, partners, investors
- ▶ Supporting sales, analyzing company KPIs
- ▶ Recruitment, Retention, Development, Board
- ▶ ScaleUp CEO Diversity, Equity & Inclusion Pledge
- ▶ Pledge 1%
- Contentstack Cares Day and more

#### **OUTSIDE OF WORK**

- Dreammakers podcast
- ▶ Publishing stories and advice
- ▶ Board participation (BEAM)
- University engagements

- Mentoring & allyship
- Springboard
- ► Incubator programs

# Neha is frequently called on to share her beliefs

"One of my life mantras is to never be boring. This is why I believe I didn't find tech; tech found me." (MarTech Series, Mar 2020)

WHY STATUS QUO IS YOUR WORST ENEMY

### DEMOCRATIZING TECHNOLOGY WILL DRIVE ORGANIZATIONS FORWARD

RALLYING, UNBLOCKING AND GETTING OUT OF THE WAY: A CEO'S 3 MOST IMPORTANT JOBS YOUR SMARTEST
INVESTMENTS ARE
ALWAY PEOPLE
AND TECHNOLOGY

"Get back to the basics and focus on your core competencies. When you win, why do you win?" (Crunchbase, Dec 2020)

Why Taking a Public Stand Drives Business and How to Do it Right

From StartUp to ScaleUp

"Don't think about what you can get from someone. Think about what you can give." (Pledge 1%, May 2020) CREATING A PURPOSE-FILLED
ORGANIZATION STARTS WITH
VALUES...BUT IT'S SO MUCH MORE

"Look for answers in nonobvious places." (Forbes, June 2020)

