



AJAY BAM · 2nd 

Ceo and Co-founder at Vyrill Inc.

San Francisco Bay Area · 500+ connections · [Contact info](#)



Vyrill Inc.



Babson College - Fra  
W. Olin Graduate Sci

## Featured



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If you are marketer, we would love 2 mins of your time. We are doing a short survey on whether Covid has impacted you and how you are thinking about how to leverage video for commerce and marketing. Thank you!...

## Experience



### Ceo and Co-founder

Vyrill Inc. · Full-time

May 2015 – Present · 5 yrs 6 mos

San Francisco, CA

Vyrill has trained machines to watch millions of videos on social media and web, and videos captured directly from customers to help brand m

customers by leveraging user generated video such as reviews, testimonials, and user-generated content to videos etc for insights, demand-generation, licensing, etc. We have seen a significant increase in more growth in user generated video content and online sales in some categories due to Covid and how videos influence their purchase decisions, user generated content is a powerful tool for businesses.



### Advisor

eCurv Inc.

Jul 2009 – Present · 11 yrs 4 mos

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

Providing advisory role on startup growth, funding, and marketing.



### Lecturer in Entrepreneurship and Innovation

Haas School of Business at University of California Berkeley

May 2012 – Dec 2016 · 4 yrs 8 mos

Berkeley, CA

One of my other passions other than being a full time entrepreneur is to teach others to be entrepreneurial. More information can be found at:

<http://facultybio.haas.berkeley.edu/faculty-list/bam>



### Advisor

Padloc LLC

Jan 2012 – 2016 · 4 yrs

Boston, MA

Advising an up and coming company/startup in the field of POS as Ipads, etc. Founders are great Industrial Engineers.

### Co-founder and Head of Product!

Produk.me

Aug 2013 – Jan 2015 · 1 yr 6 mos

San Francisco Bay Area

Produk Inc. helps consumer brands get their awesome product videos in front of the customer on their mobile device with one click to drive deeper product engagement and referrals. Produk.me is a video centric campaign management tool to launch and promote product videos. Smart phone users and Millennials now expect product engagement on mobile devices. [see more](#)

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## Education



**Babson College - Franklin W. Olin Graduate**

MBA (Olin Scholar), Entrepreneurship

1999 – 2001

**East Tennessee State University**

MS, Software Engineering - Magna Cum Laude

1995 – 1997

**University of Mumbai**

B.E, Computer Engineering with Honors

1991 – 1995

## Licenses & certifications

**Agile/Scrum Certification - 2008**

## Volunteer Experience

**Board Member**BirdStreet - [www.birdstreet.org](http://www.birdstreet.org)

Aug 2008 – Jan 2011 • 2 yrs 6 mos

Education

Birdstreet provides low income high-risk youth with programs that allow inner city children and youth to rise above their circumstances, to graduate from college, to lead the community as a place of peace and prosperity, and to thrive as the adults of tomorrow.

Head of resources committee to raise funding for Birdstreet programs

**Mentor**

StartX Stanford Student Startup Accelerator

Dec 2012 – Present • 7 yrs 11 mos

Science and Technology

## Skills & Endorsements

**Start-ups** • 99+



Endorsed by Nima Adelkhani and 20 others who are highly skilled at this



Entrepreneurship · 99+



Endorsed by Nima Adelkhani and 21 others who are highly skilled at this



Product Management · 99+

Endorsed by Michael De Salvo and 8 others who are highly skilled at this



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