



Arman Rousta · 2nd



b.labs Ventures

Polymath | Inventor | Serial Entrepreneur with Multiple Exits
@ b.labs a Venture Building Think Tank

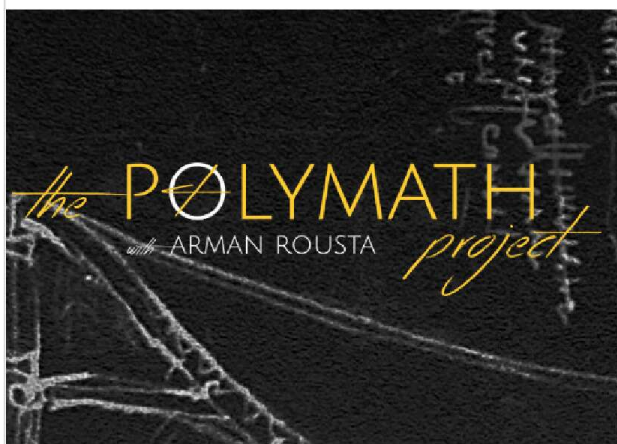
Jersey City, New Jersey, United States · 500+ connections ·

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Featured

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Tune in LIVE tomorrow (4/22) @ 1pm ET, as I welcome "the CEO's Futurist" and a true...



7 · 1 Comment



Using Social Currency to Create Change in the World

The controversial NFL kneeling story, led by Colin Kaepernick, has opened up a whole...

Experience



Founder & CEO

b.labs Ventures

Jan 2017 – Present · 3 yrs 6 mos

Greater New York City Area

Venture builder and incubator providing capital, tech, marketing, operations and strategic direction to industry disrupting startup tech and product development companies.



Founder & CEO

Kidcoin

Nov 2017 – Present · 2 yrs 8 mos

Jersey City, NJ

Kidcoin facilitates multi-currency earning, saving, spending and giving amongst family, friends, sponsors and trusted merchants – improving financial literacy from cradle to college.



CEO

Blueliner, LLC.

Jun 2001 – Present · 19 yrs 1 mo

Greater New York City Area

Blueliner is a group of diverse, media and web savvy entrepreneurs that know how to put strategies in place for building brands on the web. By combining high-level digital strategy services locally with offshore implementation and support, Blueliner leverages a cost-effective servicing model to lower acquisition costs for client campaigns.



Founder & CEO

401kid, Inc.

May 2000 – 2009 · 9 yrs

Greater New York City Area

Co-Founder & Chief Operating Officer

Exeter Technologies, Inc.

Jun 1996 – Dec 1999 · 3 yrs 7 mos

Greater New York City Area

Arman spent 3+ years as Co-Founder and COO of Exeter Technologies, an automotive electronics firm that innovated "Smart Car" tech before that term became en vogue.

He was a contributing inventor to several Exeter products and guided the launch of 1 ...[see more](#)

Education



Columbia Business School

MBA, Entrepreneurship

2000 – 2001

**Columbia University in the City of New York**

Bachelor of Arts, Dual: Political Economics & Psychology

1992 – 1996

Activities and Societies: Columbia University Men's Soccer Team

Student-Athlete (Academic All-Ivy)

Men's Soccer (Division 1)

Wagner High School

1988 – 1992

Captain of Men's Soccer Team

Captain of Men's Tennis Team

Skills & Endorsements

SEO · 99+



Endorsed by 2 of Arman's colleagues at Blueliner Marketing, LLC

Web Analytics · 86



Endorsed by Imran Hassan, MBA, who is highly skilled at this



Endorsed by 8 of Arman's colleagues at Blueliner Marketing, LLC

Email Marketing · 73



Endorsed by Ellen Rich and 5 others who are highly skilled at this



Endorsed by 8 of Arman's colleagues at Blueliner Marketing, LLC

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Recommendations

Received (8)

Given (11)

**John Licata**

Global Head of Reputation Strategy at SAP

Working with Arman and his team at blueliner was a great experience. He took my vision for my corporate website and

Procurement Solutions

June 23, 2011, John was a client of Arman's

really made it come alive. I highly recommend blueliner for website design and logo creation.

**David Eastbrook**

Business Development Manager, North America at ad pepper media

March 6, 2008, David worked with Arman but at different companies

Arman is a rare combination of visionary, leader, top-flight manager, all solidly based on a foundation of brilliant business acumen. He's not only a pleasure to work with, his intellectual knowledge are incredibly deep; he makes great business ha

[Show more](#) 

