

Meet Anil Chopra



Playing devil's advocate and using design thinking to solve a firm's corporate decision making and operational problems gives me enormous satisfaction.

Supporting someone provide a life-changing product or a service into the hands of millions in developing economies is my calling. Call me an angel and an impact investor, if you may..

Making money and to make more money with that money by passionately learning how to do so and finally manage made money, is my current passion. A rather impolite way to say, I manage treasury function at Wingify, its US Subsidiary, Foundation and the Family Office besides performing the fiduciary duties for whole Wingify group.

As a Founding Director at Wingify and a trustee at Wingify Foundation, I have the unique privilege to indulge in all of the above and much more.

A journey that started with my son writing a few lines of code in 2009 on notepad, running on a \$20 server, hosted at a \$ 8 domain, Wingify is now a multi-million dollar multinational firm. Yes, we are a fast-paced bootstrapped, publicity shy yet immensely profitable multinational firm.

With VWO, Wingify has been working towards creating a great SaaS experience - a differentiated experience offering thousands of brands across the globe a World class technology product developed by best in class, global standard engineers, designers, developers, data scientists coupled with astonishing customer service from happy and motivated support people. We have a passionate, highly engaged growing team (250+ and counting) operating on the cushions of superior work culture from their homes, beaches, jungles, mountains.... anywhere and everywhere where connectivity is available.

Looking for a challenge...

Our mission is put right tools in the hands of marketeers to help them grow their businesses. If you're up for the challenge to build, sell and support such tools, we would love to meet you!

Everyone comes with a past. I too have one. My years before Wingify.

In the past I managed Agribusinesses for organizations like National Dairy Development Board, Safal, Reliance Retail and Subhiksha at leadership positions and gained rich insights into building and managing fresh produce value chains with hands on experience on functions like Produce Sourcing, Crop Planning, end to end Food Retail Operations, Wholesale Produce Markets, Cold Chain, Frozen Foods, Merchandising, Procurement, Warehousing, Logistics, Quality, Postharvest, Training, Exports, Sales & Marketing, Strategic Planning and Business Development etc. Little wonder, I'm being still looked upon as a thought leader in fresh produce trade within emerging economies.

Great learning comes from super great failures..

Founded and wound up two start-ups in Agritech domain. Agrisolutions and Vegfru failed partly because the products mistimed but largely because I ran out of cash and failed to raise money because I was too busy building the backend operations @ Wingify. No regrets.

