

Vikram Joshi

Chief Technology Officer and Co-founder, pulsd · pulsd

New York, United States

FOCUS	Technology leadership, Data and analytics, User experience, SEO and SEM, Marketplaces, Local media

About

Vikram Joshi is the Chief Technology Officer and co-founder of pulsd, a technology-first local media company in New York City. He started the business with Mareza Larizadeh out of a shared frustration that going out in their own city had become unaffordable for everyday New Yorkers. pulsd set out to change that: a marketplace, built by New Yorkers for New Yorkers, that makes the best of the city more enjoyable and more affordable while helping independent local businesses, artisans and entrepreneurs reach new customers.

Vikram leads everything technical at pulsd. His work runs from the data that sits underneath the product, which he crunches and turns into a more relevant experience for the people using it, through to the search and performance marketing that brings New Yorkers to the platform, where he owns the company's SEO and SEM strategy. He traces the thread running through all of it to an early appreciation of optimisation and efficiency, and a preference for doing more with less.

Before pulsd, Vikram pursued several entrepreneurial ideas of his own, taking on technical problems in fields as different as diamond jewellery and marketing, before joining with his partners Mareza and Daniel to build the company. He holds a master's degree from Columbia University and a bachelor's degree from the Indian Institute of Technology Delhi, and is a member of the Forbes Business Council.

CAREER

Work

1 role

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Chief Technology Officer and Co-founder

pulsd, New York

Co-founded pulsd, a technology-first local media company, and leads all of its technology. Responsible for the data that powers the product, from crunching it to using the results to improve the user experience, and for the company's search and performance marketing, owning its SEO and SEM strategy. pulsd operates a marketplace that reimagines how New Yorkers discover and experience the city while giving local businesses, artisans and entrepreneurs a route to new customers, on a mission the company describes as making the best of New York more enjoyable, more accessible and more affordable.

Education

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Master's degree

Columbia University in the City of New York

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Bachelor's degree

Indian Institute of Technology Delhi