



# Zibtek Hires New VP of Marketing

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*Zibtek's focus has been on marketing and sales ever since they opened the new office. They made a step forward by hiring the VP of Marketing, Amit Ashwini.*

BANGALORE, KARNATAKA, INDIA, September 20, 2018 /EINPresswire.com/ -- Zibtek has been a leader in [software development](#) for almost 13 years now, and they first entered India nearly nine years back in 2009. Their first office was set up in Pune. There are almost 300 employees working in that office now, and they opened their second office in Bengaluru on April 4, 2018. Raja Ganabathi joined as a partner at Zibtek and was instrumental in setting up the Bengaluru office.

Since the core reason for opening another office in Bengaluru is to enhance their [marketing](#) and sales efforts, they hired Amit Ashwini as the VP of Marketing. Amit is a B.Tech graduate from NIT Jamshedpur with an MBA in Marketing Psychology from Delhi University. He started as VP of Marketing on June 1, 2018. He has nearly ten years of experience in various fields, marketing being his core strength.

Previously, he worked for Cognitive Cloud as Director of Marketing. He was instrumental in growing the company's turnover from \$100K and 13 employees to \$10M and 100 employees. Because of his efforts, the company saw almost 90% of the closures coming from inbound channels like SEO, social and other referral sites.

"I want to make Zibtek the one stop solution for all of the software development needs," said Amit Ashwini. He also said, "The only way we can accomplish this is by identifying the strengths and working towards making our brand unique and distinct from our competitors so that people realize that we are the best software development company." He is excited to work with this esteemed organization and wants to make a difference to the company through his contributions here.

About Zibtek: Zibtek is one of the leading software, web, and [mobile development](#) companies in the world. Besides the US, they work with talent in India, Bulgaria, and the Philippines. Some of their prominent clients include: Google, Chegg, Adobe, PlanHub, Sprint and Princeton Review.

By using Zibtek's unique outsourcing model with onshore project management, companies can save up to 60% of their software development costs while receiving premium services.

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