

Nicholas Mirisis Reflects on Twenty Years of Driving Growth in Various Industries

Nicholas Mirisis is currently the CEO and Board Member at HomeTown Ticketing, a leading EdTech Software as a Service (SaaS) company.

COLUMBUS, OHIO, UNITED STATES, February 23, 2024 /EINPresswire.com/ -- [Nicholas Mirisis](#), an esteemed figure in the technology sector, is currently the CEO and Board Member at [HomeTown Ticketing](#), a leading EdTech Software as a Service (SaaS) company.

With a career spanning over two decades, Mirisis has been at the forefront of pioneering growth strategies across various industries, leaving an indelible mark on each organization he has been a part of. As the CEO and Board Member at HomeTown Ticketing, Mirisis is dedicated to aiding educational institutions in maximizing revenue through comprehensive management platforms. His role involves overseeing the strategic direction of the company, focusing on innovation, and ensuring the delivery of high-quality solutions to clients. Additionally, since 2023, Mirisis has held the position of Operating Partner at Fulcrum Venture Group, further expanding his influence in the industry.



Nicholas Mirisis, CEO and Board Member at HomeTown Ticketing, a leading EdTech Software as a Service (SaaS) company.

The EdTech industry, a rapidly growing sector within the technology landscape, has seen significant expansion in recent years, driven by advancements in digital learning technologies and the increasing adoption of online education platforms. According to research from HolonIQ, global EdTech investment reached a record high of \$16.1 billion in 2020, with a surge in demand for remote learning solutions amidst the COVID-19 pandemic further fueling growth in the sector. As educational institutions continue to prioritize digital transformation initiatives, the

market for EdTech solutions is expected to continue its upward trajectory, presenting ample opportunities for innovation and growth.

Nicholas Mirisis's journey in driving growth began with his tenure at SamCart, where he served as the Chief Revenue Officer and President/GM of eCommerce. During his time at SamCart, Mirisis witnessed substantial growth, with the company's Annual Recurring Revenue (ARR) soaring from \$11 million to \$30 million. His leadership played a pivotal role in shaping the company's success and establishing it as a prominent player in the SaaS landscape. Following his success at SamCart, Mirisis took on key roles at GoCanvas, a private equity-backed SaaS provider. As the Chief Marketing Officer and Chief Revenue Officer, Mirisis played an integral part in doubling the company's ARR from \$19 million to \$46 million. His strategic acumen and customer-centric approach were instrumental in driving revenue growth and solidifying GoCanvas's position in the market.

One of the highlights of Mirisis's career is his significant contributions at Dude Solutions (formerly SchoolDude), a leading provider of operations management solutions. Joining the company when it was in its infancy stage, Mirisis witnessed its exponential growth, overseeing its expansion from 30 employees and \$1 million ARR to over 750 employees and \$100 million in revenues post-Series-B capitalization. His strategic vision and relentless pursuit of excellence played a crucial role in shaping Dude Solutions into a market leader in operations management solutions, empowering organizations across various sectors to streamline their operations efficiently and effectively.

Reflecting on his journey, Mirisis says, "I am incredibly grateful for the opportunities I've had to drive growth and make a positive impact in various industries. Each role has presented its own set of challenges and opportunities, but the common thread has always been the commitment to delivering value to customers, fostering innovation, and driving sustainable growth initiatives that not only benefit the organization but also contribute positively to the broader community. It's truly fulfilling to see how our efforts have not only transformed businesses but also enriched lives and created lasting value for stakeholders across the board."

About Nicholas Mirisis

Mirisis earned a Master's degree from Johns Hopkins University and a Bachelor's degree from North Carolina State University. In addition to his professional accomplishments, Mirisis has also served on the Board of Directors for the Consortium for School Networking and the National Business Officers Association, where he has contributed his expertise to furthering the missions of these organizations. Acknowledged as a customer-centric thought leader adept at navigating evolving market dynamics, Mirisis's capacity to translate vision into actionable plans has been pivotal in driving organizational success. His commitment to building high-performing teams and scaling GTM strategies underscores his continued impact in the tech industry.

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EdTech Industry Review

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