

**NYC: Innovative and Entrepreneurial Solutions
to the City's Complex Challenges**



Aditya Ghuwalewala '11

Aditya Ghuwalewala is the founder and CEO of MavenMagnet. MavenMagnet does innovative market research leveraging the power of social media. Prior to MavenMagnet, Aditya worked for more than five years in various software development, digital marketing and client relationship management roles at Microsoft Corporation. He also spent a summer in Internal Marketing Strategy team at Citigroup working on the digital marketing strategy for Citi Cards.

Aditya holds a Bachelor of Science in Computer Science with High Honors from the University of Texas at Austin where he was honored as a Distinguished Scholar in 2003. He earned his MBA from Columbia Business School where he graduated with Dean's Honors and was awarded the 2011 Lang Entrepreneurial Initiative Fund. He is an avid reader, a world traveler and a lifelong student of Golf. He is a regular blogger and a passionate supporter of Longhorns college football.

E-mail: adityag@mavenmagnet.com

Phone: 425-301-0605

Blog: <http://www.adscopy.com>

Website: <http://www.mavenmagnet.com>

Twitter: @adscopy