

Atul Vashistha

Founder & Chairman, neoIT

Founder & Chairman, NEOGROUP

Co-Author, The Offshore Nation

Author, The 7 Secrets of Great Globalizers (Summer 2009)

Author, The Global Ready Professional (Summer 2010)

E-mail: atul@neoIT.com or atul@neogroup.com or atul@vashistha.com

Introduction

Atul is a leading proponent and practitioner of globalization and futurizing enterprises. He brings almost two decades of global business expertise to neoIT and NEOGROUP. Atul co-founded neoIT in 1999 with the mission of helping enterprises grow their business and improve operations by capitalizing on services globalization. This passion for globalization of services and a unique business model has helped neoIT establish itself as the leader in the services globalization advisory and management arena. This has also led to Atul being recognized globally for his thought leadership and experience in the global services economy. In 2007, Atul founded NEOGROUP to help companies optimize major programs and governance. NEOGROUP provides best practices and resources to monitor, report and optimize major programs and governance.

Global Leadership

Atul's opinions are valued by media and Wall Street analysts such as CNN, ABCNews, CNBC, ITAA, SIG, Outsourcing World Summit, HRO World, Merrill Lynch, Goldman Sachs, Fortune, Forbes, Business Week, Wall Street Journal, Investors Business Daily, Economist, CIO and other global organizations. Atul continues to be a vocal proponent of globalization and has taken on the critics, such as Lou Dobbs and his "Exporting America" segment on CNN. He has co-authored a book published by McGraw Hill in January 2006 on services globalization titled, "The Offshore Nation" which focuses on the services globalization mega-trend and its economic and human impact on nations and firms. His next book, The 7 Secrets of Great Globalizers is likely to be published by summer 2009.

Consulting Magazine named Atul as one of the "Top 25 Most Influential Consultants" in 2006 and "Top 6 IT Powerbrokers" in 2004. HRO Today named Atul as a HR Outsourcing Superstar five years in a row from 2004 through 2008.

FAO Today named him a Superstar in 2007 and 2008. Arizona State University honored him as a "Distinguished Alumni".

He serves on the Boards of IDEA, Center for Services Leadership at Arizona State University, IAOP, Defense Business Board, NEOGROUP and neIT. His passion for economic development has attracted him to support the non-profit, Arkansas Rural Sourcing Inc., where he serves as a board member. He is also active with the global non-profit network of entrepreneurs, TiE, Silicon Valley where he is a Charter Member and Chair of the "Cross Border Services CxO Forum". Atul is also a member and board member of the Northern California chapter of YPO and a mentor to the Stanford University's Reuters Digital Vision Fellow Program.

Prior to neIT, Atul was at Cardinal Health ([NYSE: CAH](#)) as Senior Vice President of International, he led the international operations of the Fortune 25 Company. Atul and his seasoned team at Cardinal expanded profitable operations to Australia, New Zealand, Spain, UK, Singapore, Brazil, Mexico, Japan and other global locations. More importantly, his in-depth international experience earned him the admiration and respect of global CEOs, business leaders and government officials.

Atul began his career in the healthcare segment of the outsourcing industry. After receiving his MBA from Arizona State University, he joined a 48-year old healthcare services company, [Rural/Metro](#). Atul rose quickly to serve as the Vice President of Marketing and Business Development and played a pivotal role in growing the \$50 million company to \$500 million in less than six years. As a result of his success at Rural Metro, Atul was recruited by Cardinal Health to lead their international businesses and global operations. His thirst to fundamentally change a business model led Atul to co-found neIT in June 1999.

Atul and his firms are redefining how nations create competitive advantage in global services and how firms and individuals can leverage this mega-trend to build better futures for all. Further details can be found at www.google.com (search for Atul Vashistha).
