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Yaduvendra Singh From Google Joins GreyOrange To Head Global Sales & Marketing

As GreyOrange continues tremendous expansion in the India market, it has started looking at other markets like Middle East, North America and Europe.

Gurgaon, India, October 13, 2015: GreyOrange Pte. Ltd. today announced the joining of Yaduvendra Singh as their Head of Sales & Marketing, reporting to the Co-Founder and CEO, Samay Kohli.

In addition to the India market that is growing in leaps for GreyOrange, Mr. Singh will also be looking at expanding GreyOrange's business in Middle East, North America and Europe regions. Prior to GreyOrange, Mr. Singh was the Head of Industry – Classifieds at Google India. He joined Google from Microsoft, where he was working as a Strategic Business Manager. He comes with over 17-years of sales and management experience in Enterprise IT and Digital Marketing solutions space with expansive exposure to markets, processes and technologies.

On the occasion, Samay said, "Yaduvendra comes as a packet full of energy mixed with tremendous leadership experience and great foresight. We look forward to him rapidly scaling our business to unprecedented heights like he did in his previous organizations including Google & Microsoft. He is just what GreyOrange needs at this stage of global expansion. We are delighted to have him in our leadership team."

"Learning has always been key for me and GreyOrange provides me with a great opportunity to learn a new industry and evangelise ways to disrupt it, while using my current skills set in building businesses. I am extremely excited about joining GreyOrange that has a clear technological niche in a crowded space of start-ups today and firmly believes in solutions where ROI for customers is the starting point of building a solution. Above all, both the co-founders are extremely smart technocrats and I truly look forward to working with them."

Yaduvendra has been brought onboard to draw a vision and global strategy for the business and building high performance sales and marketing teams to execute on those challenges. His role pivots around making sure GreyOrange reaches every potential market across the globe in the next 12-18 months. Before joining GreyOrange, as part of the Google India leadership team, his responsibilities included ideation, planning and setting objectives for Google's advertising business for local and classifieds in India. Mr. Singh was with Google for over four years, and prior to that he was with Microsoft for almost six years. Earlier in his career, he has also worked with HCL.

Yaduvendra is a Mechanical Engineer from Harcourt Butler Technological Institute, Kanpur, India. He is an active tennis player, likes reading fiction and is active in social causes.

About GreyOrange:

GreyOrange is a fast-growing, venture-backed robotics startup that designs and builds solutions to help companies improve productivity and automate processes in their warehouse operations. Founded in 2011, the company has already grown to a team of over 300 employees across its offices in India, Singapore and Hong Kong - of which more than 200 are in R&D and engineering covering diverse disciplines ranging from software, industrial design, mechanical engineering, and electronics, to embedded systems. The company marries the best of hardware and software to develop disruptive industrial automation products that solve operational inefficiencies and increase productivity at distribution and fulfilment centres. The company's products increase order picking and parcel sortation rates, thereby reducing the time its clients take to replenish store inventory and get orders delivered to their consumers. To know more, visit www.greyorange.com.
