

## PharmEasy joins hands with Purple Quarter to get their CTO on-board

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**Purple Quarter has also successfully facilitated 6 Tech Heads for various Unicorn Companies**



PharmEasy, online health platform has announced its partnership with Purple Quarter, a Tech Head Search firm that predominantly concentrates on bringing the right CTOs to these business establishments.

Purple Quarter facilitated Abhinav Yajurvedi, an alumnus of the University of Delhi and IIT-Roorkee, Ex Senior Vice President from Myntra, as a CTO for PharmEasy. Abhinav holds exposure within the Supply Chain and CRM Tech Business whilst his stint with Myntra. His previous experiences with Amazon and Trilogy builds a strong foundation for the growth phase at PharmEasy.

Dharmil, CEO of PharmEasy said, “These sensitive moves need experts to make the process real smooth, and that’s what Purple Quarter has done! I love the way Purple Quarter works, right from understanding the role in virtue of the organization to cherry-picking the most suitable candidates for a defined role that makes Purple Quarter different from any other Tech Head Search Firm.”

Roopa Kumar, COO, PurpleQuarter said, “HealthTech domain moves a notch higher as they are solving complex tech problems and creating a new age ecosystem. Fast forward into 2023 and this domain will create maximum impact into the Tech space and would have built a more defined ecosystem around Health. This thought leadership of Pharmeasy founders helped us inspire Abhinav Yajurvedi to join PharmEasy as CTO.”

Purple Quarter has also successfully facilitated 6 Tech Heads for various Unicorn Companies such as Walmart, Swiggy, InMobi, Rivigo, BrowserStack, UrbanClap and PharmEasy in a span of 11 months.