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Doceree takes Varun Hasija on board

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Doceree, a New Delhi based startup in healthcare which helps advertisers to bring personalisation, optimisation and measurability in their digital efforts have recently taken Varun Hasija on board as its Director - Product Development.

An alumnus of erstwhile (DCE), now its Delhi Technological University (DTU), he has been graduated in Mathematics and computing. He combines his academic expertise in Mathematics with technology and streamline it towards entrepreneurship to bring innovative solutions.

Excited on joining Doceree, he said, “I am fortunate for getting an opportunity to explore my creativity, combined with my insightful experiences and instincts to unravel the newer vistas in this challenging healthcare entrepreneurial venture. Addressing the problem of the rising cost of Healthcare by bringing in efficiency & effectiveness in Healthcare marketing by using data and creativity — indeed, it’s both exciting and challenging!

I will be leaving no stone unturned to steer the organisation reach to the unprecedented heights and reducing the cost of Healthcare.

Varun had didactic stints with various start-ups. He co-founded online vertical of Ed-tech start-up Coding Blocks with an aim to bridge the gap between the industry requirements and the present structure of computer education in colleges and universities. During his tenure, he helped build and lead products that generated more than $3.5 M in revenue; pioneered the field of online computer education and touched over 100,000 lives through a diverse array of products.

Before Coding blocks, Varun was part of the engineering team at Practo.

He enjoyed building engineering teams and defining culture and processes that enable teams to grow and succeed in a repeatable and predictable manner.

Dr. Harshit Jain, CEO, Doceree said, “His experience with startups, zeal and enthusiasm to solve real world problems will be invaluable to Doceree’s growth. Varun is a trusted leader, and I look forward to working with him to align Doceree’s superior solutions with industry-leading best practices to position us as a global leader.”