Rajat Paharia

Father of Gamification

"Rajat is a pioneer and successful practitioner of the arts and sciences of gamification"

Rajat Paharia is widely recognised as the father of gamification. He created the gamification industry in 2007 as the founder and Chief Product Officer at Bunchball, the company that launched both the social gaming and gamification industries and has been recognised as an industry leader and innovator across the globe.

TOPICS:

- Gamification
- Technology
- Innovation
- Loyalty 3.0
- Big Data
- Entrepreneurship
- Interaction Design

LANGUAGES:

He presents in English.

PUBLICATIONS:

2013 Loyalty 3.0: How to Revolutionize Customer and Employee Engagement with Big Data and Gamification

IN DETAIL:

Before funding Bunchball, Rajat was an Interaction Designer and then Practice Lead at world renowned innovation and design firm IDEO where he did everything from human factors, interaction design and software prototyping to organisational change and innovation training. Rajat earned a master's degree in Computer Science with a focus on Human Interaction from Stanford and a bachelor's degree from Berkeley. He is the author of the *New York Times* and *Wall Street Journal* bestseller 'Loyalty 3.0'.

WHAT HE OFFERS YOU:

With years of experience as an engineer, designer and start-up executive, Rajat has parlayed his unique understanding of technology and design, along with his natural ability to recognise patterns, into the creation of a company whose marked defining solutions have helped engage customers and motivate employees of companies around the globe.

HOW HE PRESENTS:

A sought after speaker with an innate ability to simplify and clearly articulate complex ideas and concepts, Rajat captivates any audience in seconds.