Application: 7204

Rohit Nichani

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Encora

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Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Rohit Nichani

Category

Q10b. Executive of the Year - Information Technology - Consultancy

Executive Nominee Submission Format

Written Answers

a. Briefly describe the nominated executive's employer: the organization's history and past performance (up to 200 words). Required

Encora is a global leader in next-generation digital engineering services, trusted by high-growth technology companies to accelerate innovation at scale. Following an AI-first approach enabled by cloud- and data-first strategies, Encora has achieved an exceptional 46% CAGR over the past five years, outpacing several competitors. The Everest Group recognizes Encora as the fourth fastest-growing engineering services company and ranks it among the top 50 world tech companies.

The company operates globally with 9,500+ professionals across 50 locations in the US, Latin America, Europe, the UK, India, and Asia Pacific and is supported by 40 innovation centers for rapid prototyping, MVP development, R&D and delivering at scale with expertise.

Leading Analyst Recognition:

Zinnov: Leader in Data & AI Engineering (and nine other categories)

ISG: Leader in Application Development & Maintenance

Gartner: Honorable mention in Customer Software Development Magic Quadrant

Key Partnerships: AWS, Azure, Google Cloud, NVIDIA, Snowflake, and Databricks

Employee Excellence:

82.4 NPS score and industry-leading 12% attrition rate

90% of employees work in certified Great Place To Work offices

Rohit Nichani was part of the founding team at Encora and has been with the company from 2006 to present. He currently serves as the Chief Growth Officer and President.

b. Outline the nominated executive's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Over the past two years, Rohit has spear headed several key initiatives to add to Encora's growth.

Strategic Vertical Development & GTM Leadership
In 2023-2024, Rohit was assigned responsibility for creating two new vertical offerings and their GTM strategies: Retail/CPG and Energy/Utilities, securing marquee clients including PetMeds, Trader Joe's, Nordstrom, and EOG Resources.

AI Service Innovation
Developed two groundbreaking AI offerings: (a) AI Factory enabling rapid experimentation, enablement, and scaling for clients like NetApp; (b) AI Adoption framework transforming engineering organizations with 20-100% productivity gains for Sagent, Defi, and others.

HiTech Vertical Expansion
Instrumental in expanding Encora's HiTech presence by establishing 350+ member engineering team for Tibco (Cloud Software Group), achieving 27% productivity boost with AI tools as one of the key levers.

Comprehensive Growth Hacking Initiative
Introduced innovative sales plays: Network of Networks, Must Have Accounts, Partnership-based events, Roundtables, ABM, Marketing Content, Reinventing the Buying Experience, and Rainmaker Program.

M&A Integration Excellence
Led integration of DMI's Retail division, expanding Encora's retail footprint by $30M annual revenue and adding over a dozen leading retailers as clients.

Innovative University Partnership Model
Created unique Energy/Utilities offering leveraging university partnerships, establishing teams with 1:1 mix of fresh graduates and senior engineers in Mexico and Brazil, delivering scale, lower cost, time zone advantage, and flexibility for Halliburton and EOG Resources.

Transformative Impact
Rohit's focus on Innovation (AI), Creativity (deal structures), Growth hacking (tactics), and Client Prioritization (Vision and Strategy) ensured Encora's sector-leading growth during difficult years.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other executives in your industry and/or to the nominee's past performance (up to 250 words). Required

Industry Headwinds & Strategic Response
During 2023-2025, the IT services industry faced unprecedented challenges from high interest rates, geopolitical wars, presidential year uncertainty, and subsequent tariffs. While competitors became revolving doors for sales teams, Rohit returned to the drawing board, creating innovative sales plays that massively boosted the sales funnel and maintained organic growth without unnecessary team churn.

Market-Defying Performance
Encora achieved 15-20% sequential growth while the industry remained flat or contracted. Leading providers struggled— one of our peers experienced shrinking revenues, was delisted and taken private for restructuring, while another suffered quarter-on-quarter declines, resulting in massive value erosion.

Strategic Leadership Philosophy

Rohit's leadership focuses on four pillars:

Authenticity: Staying true to Encora's core values and capabilities

Playing to Strengths: Leveraging existing advantages rather than chasing trends

Hustle Culture: Fostering entrepreneurial energy and rapid execution

Bi-focal Approach: Balancing short-term delivery with long-term strategic objectives

Three-Way Value Creation This strategic framework delivered wins across all stakeholders:

Clients: Received consistent, high-quality delivery despite market turbulence

Employees: Enjoyed stability and growth opportunities when competitors downsized

Encora: Maintained sector-leading growth and strengthened market position

Transformative Impact
Through navigating the industry's most challenging period with strategic innovation and unwavering focus on sustainable growth, Rohit transformed potential crisis into competitive advantage, establishing Encora as the industry's resilient growth leader while others faltered.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

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Yes

Supporting Document 2

No File Uploaded

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