

## ANOOJA BASHIR

### Navigating the Marketing Landscape with Finesse at FlexiCloud



Anooja Bashir, Co-Founder of FLEXICLOUD, is a seasoned marketing strategist with over 18 years of diverse industry experience. As the CEO, her expertise lies in crafting innovative solutions with a number-centric approach. Anooja's resilience and out-of-the-box thinking have been instrumental in overcoming challenges and steering FLEXICLOUD toward success.

**E**ntrepreneurs encounter myriad challenges and setbacks on their journey, testing their determination. However, it's their resilience and robust passion for their dreams that ultimately determine their success. Despite facing obstacles, resilient entrepreneurs persist, learn from failures, and adapt their strategies. Their passion fuels their perseverance, propelling them forward even in the face of adversity. With resilience and passion as their guiding lights, entrepreneurs can navigate through challenges and realize their aspirations of success. Anooja Bashir serves as a prime illustration of perseverance and the rewards of relentless effort, showcasing how steadfast dedication can lead entrepreneurs to achievement.

As the Co-Founder of FLEXICLOUD, Anooja Bashir embodies resilience and visionary leadership. With extensive experience spanning over 18 years across diverse industries, she spearheads the marketing strategies of FLEXICLOUD as its CEO. An expert in navigating challenges, Anooja's analytical prowess and unwavering determination have been instrumental in overcoming obstacles and devising innovative solutions. Her commitment to excellence and out-of-

the-box thinking have positioned FLEXICLOUD as a formidable player in the competitive market. Anooja Bashir's journey exemplifies the transformative power of dedication and strategic acumen in achieving entrepreneurial success.

Below is an excerpt of Anooja Bashir's exclusive interaction with Women Entrepreneur magazine.

#### **Take us through your educational and professional background.**

My educational journey started with a Civil Engineering degree from the prestigious Mahatma Gandhi University in Kerala. Despite a start in engineering and a successful career in Dubai's real estate, my shift to sales and marketing came during a stint as an Associate Professor. This prompted my first entrepreneurial venture, facing challenges but teaching invaluable lessons. Subsequent endeavours, though not without setbacks, culminating in successful ventures. Leveraging my engineering discipline for strategic thinking and combining it with marketing acumen, I navigated business complexities.

Today, as an accomplished entrepreneur and brand strategist, my success is attributed to steadfast

perseverance and strategic differentiation. The journey underscores the importance of adapting, differentiating, and strategically marketing ventures for lasting success.



## MY SUCCESS MANTRA REVOLVES AROUND RESILIENCE & UNWAVERING SELF-BELIEF, FOSTERING A MINDSET OF POSITIVE MANIFESTATION



### What led you to venture into the field of sales and marketing?

My journey into sales and marketing was seeded early on, amid the pressure of societal norms pushing towards engineering. Despite this, I always harboured a fascination for human psychology and the art of persuasion. Though initially diverted into engineering, I found solace in probability theory, which hinted at the strategic nature of marketing. Even as I navigated through roles in estimation and contract management, my innate ability to connect with clients hinted at a deeper calling. It wasn't until later, amidst the failures of entrepreneurship, that I recognized my true passion lay in strategic marketing. Through relentless self-education and practical application, I honed my skills, delving deep into market patterns and decoding the DNA of successful branding. Today, marketing isn't just a profession - it's a part of my blood, driving every decision and strategy I make.

### What are the various roles and responsibilities you shoulder as the co-founder of FLEXICLOUD?

As the Co-Founder of FLEXICLOUD, my primary responsibility revolves around strategic positioning in the competitive hosting market. Transitioning from a price-conscious to a brand-conscious market was a significant challenge, especially given our Southern

origins. Leveraging our Co-Founder Vinod Chacko's technical expertise, I focused on client acquisition strategies, targeting startups, SMEs, and enterprises. By aligning with my own startup mentoring and business coaching events, I cultivated ideal customer profiles and fostered relationships within our target market. Additionally, chairing business organizations and events expanded our network, facilitating partnerships with development agencies for B2B and B2C scalability. Ultimately, my role centers on strategic marketing and scaling through diversified channels, ensuring FLEXICLOUD's continued growth and success.

### What critical challenges do you face as an entrepreneur today? How do you overcome them?

As an entrepreneur, challenges are a daily occurrence, intertwined like a chain reaction. They're the essence of entrepreneurship. Without them, there's no need for innovation. Each challenge sparks a cascade of problem-solving, driving me forward. Stress, hustle, and uncertainty are constants, shaping resilience and maturity. Acknowledging problems head-on, I delve into worst-case scenarios, applying probability theories to find solutions. Each challenge transforms into a story, an opportunity to unravel its essence and leverage it to my benefit. Embracing challenges is like embracing growth. Without them, I'd stagnate. They're the fuel that propels me toward success, driving innovation and adaptation in today's dynamic business landscape.

### Throw light on the most critical professional milestone you have achieved throughout your professional journey. What has your success mantra been over the years?

Reflecting on key milestones, my journey's first pivotal moment was embracing entrepreneurship in 2018 despite prior setbacks. Amid the pandemic's challenges in 2019, transitioning from marketing to branding proved instrumental. Establishing FLEXICLOUD in 2020 marked a significant stride in navigating the competitive cloud industry. Mentoring startups broadened my expertise, enriching my understanding of diverse domains. Diversifying across segments and fostering collaborative partnerships further accelerated our growth. Securing series A funding from esteemed entities like the Ramoji Group underscored our recognition and potential.

My success mantra revolves around resilience and unwavering self-belief, fostering a mindset of positive manifestation. [WER](#)