



# nerej

## **Raj Raheja Chairman Chief Innovation Officer**

April 17, 2008 - Construction Design & Engineering

Name: Raj Raheja

Title: Chairman, Chief Innovation Officer

Company: Heartwood Studios

Location: 2400 Camino Ramon #175 San Ramon, CA 94583

Place of birth and year: Zaria, Nigeria, 1975

Family: Recently married Feb 2008

College: Gold Medalist, School of Planning & Architecture, New Delhi, India

First Job Unrelated to your current field: Boutique Wedding Set Designer, First Year College.  
(Self-owned business)

First job in current field: 3D Visualization for Carrier (Air-conditioning), India 1996

What your firm does now and its plans for the future: Now - answered by CEO Neil W. Future - aim to be the leading provider of Online 3D Applications & Platforms to the web community, through direct B2C platforms and B2B Enterprise Solutions. Amongst its many advantages, disrupt the existing norm of fulfilling e-commerce in 2D.

Hobbies: Water sports - windsurfing, swimming; Basketball, Designing-sets, structures, interiors, anything actually.

Favorite novel: 'Kiterunner'. Business - 'Blue Ocean Strategy'

Favorite film: Braveheart, Scent of a woman, Star Wars (of course)

Key to success: Combining left brain & right brain thinking, being able to have macro & micro viewpoints concurrently.

Person(s) you most admire (outside of family): Richard Branson and Leonardo DiCaprio .

If you had to choose a different profession, what would it be? Oil/Gauche Painting & abstract sculpture artist

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