

Ep 20 Show Notes: A Breath of Fresh Air With Two Servant Leaders: A Collaborative Conversation with Sunil Rawat + Sal Celly 8/30/2024

Today we are #LiveInTheHive with Sal Celly, Founder of MaximizeU.Life + Sunil Rawat, Founder and Managing Director of Softude, Int.

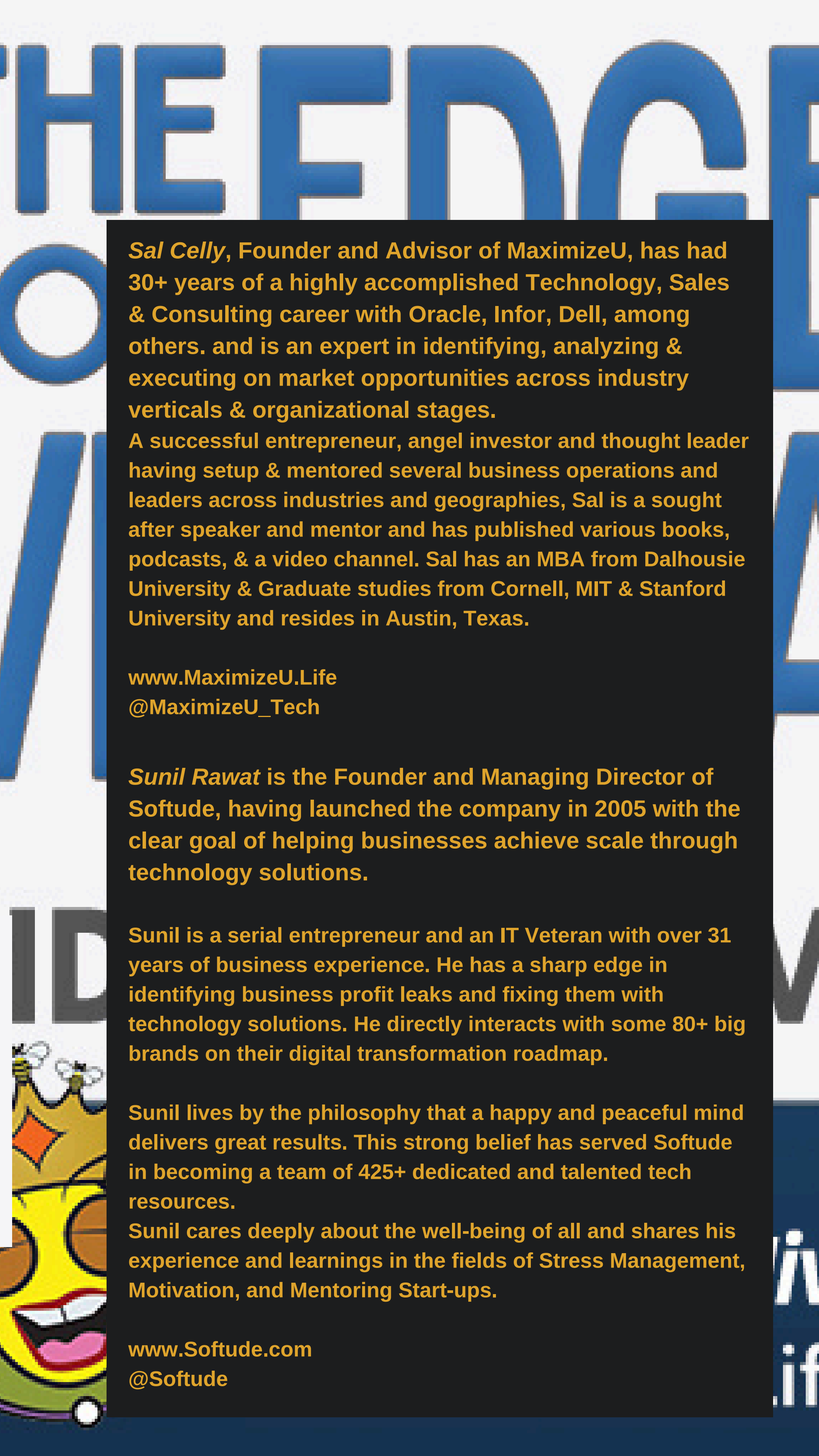
Can you believe it? We are fast approaching the one year anniversary of #TheEdgeofEverydayPodcast finding it's current home on MaximizeU.Life!

Through my travels with Sal + Laura Celly of MaximizeU, I had the great fortune to meet Sunil Rawat, the Founder and Managing Director of Softude, the IT and Software Solutions company that partners with MaximizeU to create their AI powered platform for individuals and organizations to maximize potential.

I brought Sal + Sunil together to speak about their collaboration and how they are offering solutions for the rough edges we are experiencing in these challenging times.

In this conversation, we touched on...

- * My story of being in India and meeting Sunil and his extraordinary team at the Softude offices in Indore.
- * Sal shares his journey of discovering his love of helping individuals and organizations tap into ways of growing their potential >> Founding MaximizeU
- * Sunil shares the moving story of his humble beginnings, growing his confidence, tapping into his potential and talent and how it led to the founding of Softude.
- * The power of Intentionality.
- * The collaboration of MaximizeU and Softude - how did they find each other!?
- * WWW business strategy - a win for you, a win for me, and a win for everyone else.
- * The leading edge for these 2 leaders and the growth of their collaboration.
- * All this, and so much more...join us.



Sal Celly, Founder and Advisor of MaximizeU, has had 30+ years of a highly accomplished Technology, Sales & Consulting career with Oracle, Infor, Dell, among others. and is an expert in identifying, analyzing & executing on market opportunities across industry verticals & organizational stages.

A successful entrepreneur, angel investor and thought leader having setup & mentored several business operations and leaders across industries and geographies, Sal is a sought after speaker and mentor and has published various books, podcasts, & a video channel. Sal has an MBA from Dalhousie University & Graduate studies from Cornell, MIT & Stanford University and resides in Austin, Texas.

**www.MaximizeU.Life
[@MaximizeU_Tech](https://twitter.com/MaximizeU_Tech)**

***Sunil Rawat* is the Founder and Managing Director of Softude, having launched the company in 2005 with the clear goal of helping businesses achieve scale through technology solutions.**

Sunil is a serial entrepreneur and an IT Veteran with over 31 years of business experience. He has a sharp edge in identifying business profit leaks and fixing them with technology solutions. He directly interacts with some 80+ big brands on their digital transformation roadmap.

Sunil lives by the philosophy that a happy and peaceful mind delivers great results. This strong belief has served Softude in becoming a team of 425+ dedicated and talented tech resources.

Sunil cares deeply about the well-being of all and shares his experience and learnings in the fields of Stress Management, Motivation, and Mentoring Start-ups.

**www.Softude.com
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