



## Representative Vell Placement

**AMEETA SONI**  
**VP, MARKETING & BUSINESS DEVELOPMENT**



Ameeta is responsible for strategic planning, marketing and business development at VFA. She has more than 20 years of marketing and business development experience, and has been instrumental in the success of many new technology ventures. Prior to VFA, she was founder and CEO of Aanza AutoID Group, an RFID services firm and Aanza, a provider of product lifecycle management software and services.

Previously, in her roles as VP of Product Marketing and VP of Marketing at ChannelWave Software, Ameeta helped grow annual revenues from \$400K to \$10M in two years and attract \$30M in venture capital. Earlier in her career, she was founder and President of Altek Consulting, a management consulting firm. She has held senior marketing positions at Computer Identics, The BOC Group, Genus and Varian Associates.

Ameeta is a member of the board of directors of [PlumChoice, Inc.](#) She is past chair of the [MIT Enterprise Forum of Cambridge](#), a charter member of [TiE-Boston](#) and an overseer at the [Museum of Science, Boston](#). She serves on the Advisory Council for the [College of Natural Sciences and Mathematics](#) at the University of Massachusetts at Amherst. Ameeta is a frequent speaker/panelist on marketing, strategic partnerships and entrepreneurial issues. She has been published and quoted in several business and trade publications.

Ameeta earned her MBA from the University of Chicago, MS from the University of Massachusetts at Amherst and BS (Honors) from St. Stephen's College, University of Delhi, India.

### **About VFA**

VFA is the leading provider of integrated software and services for facilities asset management and capital planning. Organizations in a wide range of industries rely on VFA solutions to help them strategically manage their facility assets and maximize the value of their capital investments. VFA uniquely combine facility assessment services, Web-based software products, and business consulting to provide their customers with a comprehensive solution for the complete capital management lifecycle. Over 350 organizations have employed VFA solutions to maintain accurate information about critical capital assets and effectively leverage this data to optimize the investments they make in their facilities. VFA's flagship software product, VFA.facility, is currently used to manage over two billion square feet of real estate assets in the corporate, education, government and healthcare sectors.