



OLC SPONSOR SPOTLIGHT

Vik Aurora
VP-Strategic Partnerships at Focus EduVation and Bronze Sponsor of OLC conferences



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Vik Aurora, VP-Strategic Partnerships, Focus EduVation



▶ **Why have you chosen to be a bronze sponsor with OLC?**

OLC provides an excellent platform to demonstrate and engage with thought leaders and decision makers. It is a platform that is a 'Sure Thing' and helps me to keep upbeat and 'hungry' about the industry and its goals.

It also provides a window of opportunity for attendees, exhibitors, and presenters to present and create an environment that facilitates engagement and a REAL discussion of online learning's challenges and solutions. OLC sponsorship adds value and creates a presence for our company that demonstrates our resolve to move to the next level, every time.

▶ **Why do you plan to continue as a national sponsor with OLC?**

We have continued the sponsorship as it helps us support our initiatives, instills a sense of responsibility on our part to give back, and also provides the attendees a more viable medium to engage.

▶ **How has OLC helped Focus EduVation?**

Over the years, our presence at the OLC conferences has provided us with much needed momentum and visibility. We have made interesting and strategic forays with companies and institutions that have allowed us to leverage our strengths and gain better market access.

▶ **Would you recommend OLC sponsorship to other companies?**

Our experience as a sponsor at OLC conferences has been great! I would recommend it to other companies that are seeking to engage with high level educators who are passionate about quality and advancing online learning.

"With OLC, we have made interesting and strategic forays with companies and institutions that have allowed us to leverage our strengths and gain better market access."

MEET VIK AURORA, VP-STRATEGIC PARTNERSHIPS, FOCUS EDUVATION

Focus EduVation is a gaming and elearning solution enterprise based out of Boston, MA. For the past 7 years I have passionately cherished working at Focus EduVation as an edtech and content solutionist, a strategist and a growth catalyst. Each day brings new hopes in the fast paced and evolving digital education industry. The need for constantly innovating and creating rich experiences for the online learner has been an enabler for me and my teams.

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I am also the change agent in company, and as VP-Strategic Partnerships I take great pride in building and nurturing new and existing relationships with several clients across the Higher Education and the Publisher spectrum.

To learn more on Focus EduVation, visit focuseduvation.com

