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By Christopher Ruvo
(/news/authors/Christopher-Ruvo)



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Ankur Sinha is the ace up BAMKO's (asi/131431) sleeve.

Hot List: Read More Profiles Here (/news/web-exclusive/may-2019/the-hot-list-2019/)

With perseverance and vision behind the scenes, Sinha leads the Los Angeles-based Top 40 distributor's team of 150 employees in Dehradun, India – an operation that includes more than 50 in-house programmers who've been instrumental in putting BAMKO at promo's forefront in terms of cutting-edge technology.



Sinha and his talented team are the technological muscle that powered the creation of BAMKO's proprietary e-commerce system – a single, fully customizable platform that offers B2B, B2C and punchouts with far-reaching integration capabilities and other advantages. "This gives our sales team a significant competitive advantage," Sinha says.

Even more notably, Sinha led the creation of CORE, a just-launched fourth-gen order processing system for BAMKO and its affiliates Tangerine Promotions and Public Identity. "We thought about every aspect of our business and custom-designed a robust, adaptable platform upon which the whole business can operate," says Sinha. The result is a programming masterpiece that can fuel BAMKO's growth for years to come.

Back in 2005, BAMKO President Phil Koosed first connected online with Sinha to talk about freelance programming work. The two hit it off, with Koosed eventually flying to India and constructing a plan with Sinha to found BAMKO's India operation. "It's surreal what that serendipitous meeting between Phil and I led to," says Sinha.

When he's not spending time with family or playing his beloved sport of cricket, Sinha is out making the world a better place. "A few years ago, I started a charity called Street Kids of Dehradun, where I and others go out and feed homeless and hungry children," he says. "It's something that has become a big part of how we give back and reinforce our own sense of humility."

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