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Most marketers think in terms of reaching hundreds or thousands of people with their messages, but for veteran marketing maven Arun Kuman, nothing short of reaching millions of people – directly or indirectly – will do.

A native of Tamil Nadu, India, Arun is the president and founder of Frisco-based CAP Digisoft Solutions Inc., a 200-plus-employee pioneer in web and custom software development, knowledge/medico-legal process outsourcing and digital marketing.

The firm, which was founded in 2007 and has two offices in India, has earned an A+ rating from the BBB as a premier provider of digital solutions.

In addition to Digitsoft, Arun is president of Marketing Perfected, one of the four brands under the CAP Digisoft Solutions umbrella. The digital market agency goes beyond simply creating web/mobile design and branding solutions to help businesses, but encourages their clients not only rethink their marketing strategy, but to optimize their business-wide processes in order to meet their long term goals.

Before starting CAP Digitsoft, Arun was Chief Project Manager at IT Solutions Park in Coimbatore, India, where he was responsible for a 100-member team providing software solutions for enterprise management systems for companies in South Asia and around the world.

A John Maxwell certified speaker and Coach, Arun is a Certified Marketing Consultant by the eMarketing Association and holds a Digital Marketing – Inbound certification from HubSpot. He earned an MBA from Manipal University, and a B.A. and Masters degree in computer science from Indira Gandhi National Open University, both in India.