



Azaan Feroz Sait

Founder, The Hub Bengaluru
Managed Kiirthana directly

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To whoever gets to build with Kiirthana next,

I'll be honest: you don't recommend someone like Kiirthana. You warn people. Once she's in your orbit, you'll wonder how you ever built anything without her.

She led People, Culture and Pets at The Hub Bengaluru for over a year.

Read that title again.

Pets.

We handed her the living, breathing, barking parts of our community, the parts no framework can hold, because she was the only person we trusted with them. I thought I knew dogs until Charlie, our resident rascal, chose her over all of us.

Dogs know. They always know.

Here's what no job title captures. She came into my life at a moment I was straying from my own calling, and one conversation at a time, she pulled me back to it. Then I watched her do the same thing again and again, for builders, founders, and strangers walking through our doors. It's crazy how one human can change your entire life trajectory. Kiirthana does it as a habit.

Caring is an understatement with her. She is a safe space, sometimes to her own detriment, and that's the most honest flaw I can offer you. She built culture, experiences, coliving, events, partnerships. But what she actually built was belief.

There were stretches when I couldn't show up. She showed up anyway. Built with heart when mine wasn't working.

Kiirthana is Hub Certified: top 1% of the talent I've had the pleasure of building with. We say that about almost no one.

She won't just do the next job. She'll change the trajectory of the people around her. I hope every founder gets a Kiirthana once in their life. Most won't though...

#BuildWithHeart