



SPM Summit India 2021-Schedule

SPM Summit Day 1 - Friday, March 19 th , 2021				
8:00 a.m. - 9:00 a.m.	VIRTUAL COFFEE			
Session: Inauguration and Welcome Session Chair: Bhavya P.S.				
9:00 a.m. - 9:15 a.m.	General Welcome	Shankar Venkatagiri, Faculty, IIMB & Hans-Bernd Kittlaus, Chairman ISPMA Conference Co-Chairs, SPM Summit India 2021		
9:15 a.m. - 9:30 a.m.		Rishikesh T Krishnan, Director, IIMB		
9:30 a.m. - 9:45 a.m.		Rajendra K. Bandi, Chair, CSITM and Dean, Administration, IIMB		
9:45 a.m. - 10:30 a.m.	KEYNOTE PRESENTATION: Software Product Management : The Science and Art of Balancing	Krishnaswamy Subbarao, EdgeVerve (Infosys)		
10:30 a.m. - 10:45 a.m.	VIRTUAL COFFEE BREAK			
Track 1		Track 2	Track 3	
ACADEMIC TRACK This track features academics presenting Product Management-related papers and studies		INDUSTRY PRACTITIONERS This track features PMs and consulting experts sharing SPM best practice insights and case studies	WORKSHOPS & AWARDS This track features content experts sharing best practice SPM tools & techniques	
Session Topic: Research Paper Presentations Session Chair: Shankhadeep Banerjee		Session: Innovation Session Chair: Sanjai K	Session Topic: Workshop Session Chair: Haragopal Mangipudi	
10:45 a.m. - 12:25 p.m.	RP1: Building futuristic smarter products: Towards a framework for innovation-centered product management 10:45 a.m. to 11:05 a.m. RP2: Solutions to gig economy using AI and Blockchain 11:05 a.m. to 11:25 a.m. RP3: Managing the lessons from 2020: A case study on e-commerce product development and project management 11:25 a.m. to 11:45 a.m. RP4: A review of literature on trust in online platforms and future research directions 11:45 a.m. to 12:05 p.m. RP5: Technological overburden, technology solutions and role of positive psychology and technology - The path forward 12:05 p.m. to 12:25 p.m.	10:45 a.m. - 11:15 a.m. 11:20 a.m. - 11:50 a.m. 11:55 a.m. - 12:25 p.m.	How Product Managers Fuel Innovation Radha Chandrasekhar Mathur, Google A Systematic Approach for Product Teams to Lead Innovation Marguerite Mcleod-Fleming, Innovation Culture Group Case Study: Building Technology intensive Blue Ocean Software Product for the Globe - Fit case of Corporate Entrepreneurship Amit Phadke & Manojkumar Parmar Manojkumar, Robert Bosch Engineering and Business Solutions Private Limited	The Art and Science of Product Market Fit Haragopal Mangipudi, ISPMA + IIMB + guNaka
12:25 p.m. - 1:25 p.m.	LUNCH			

	Session Topic: Research Paper Presentations Session Chair: Sai Dattathrani	Session: Lessons Learned from Covid Session Chair: Barbara Hoisl		Session Topic: Presentation of Best Practices by Excellence Awards Finalists Session Chair: Haragopal Mangipudi
1:25 p.m. - 3:20 p.m.	RP 6: Industry 4.0 and informal sector: Preliminary gaps and scope for innovation 1:25 p.m. to 1:45 p.m.	1:25 p.m. - 1:55 p.m.	Transitioning from Sales-led to Product-led Organisation Joseph Ellimoottil Joseph, Oracle	EA 1: TANGO, Product "TANGO 340B LLC" 1:25 p.m. to 1:40 p.m.
	RP 7: Improving enterprise applications adoption by using Hook framework: A case study 1:45 p.m. to 2:05 p.m.		2:00 p.m. - 2:30 p.m.	Product Leadership lessons from surviving 2020 Harvinder Singh, Honeywell
	RP 8: AI-based approach to enforce budget restrictions on Azure RG's for large enterprises 2:05 p.m. to 2:25 p.m.	2:35 p.m. - 3:20 p.m.	All These Worlds Are Yours Cennydd Bowles, NowNext	EA 3: Intuit, Product "Quickbook Desktop" 1:55 p.m. to 2:10 p.m.
	RP9: Privacy enhanced smart-contract based solution using verifiable multi-ledger model 2:25 p.m. to 2:45 p.m.			EA 4: SAP, Product "SAP IoT - Analytics Service" 2:10 p.m. to 2:25 p.m.
	RP10: Smart innovation – How will Artificial Intelligence influence the innovation management of (software) products? 2:45 p.m. to 3:05 pm			EA 5: Mesh Dynamics, Product "API Studio" 2:25 p.m. to 2:40 p.m.
3:20 p.m. - 3:35 p.m.	VIRTUAL COFFEE BREAK			
	Session Topic: Research Paper Presentations Session Chair: Samadrita Bhattacharyya	Session: PM Practice Session Chair: Hans-Bernd Kittlaus		
3:35 p.m. - 4:30 p.m.	RP11: A hybrid project management methodology for managed services providers 3:35 p.m. to 3:55 p.m.	3:35 p.m. - 4:05 p.m.	ISPMA's SPM Book of Knowledge 2.0 Gerald Heller, ISPMA	
	RP12: Digital innovation platforms as orchestrators of (non-)decided orders and their impact on the role of software product management 3:55 p.m. to 4:15 p.m.		3:50 p.m. - 4:30 p.m.	
Session: Plenary Sessions Session Chair: Sowmya Kini				
4:30 p.m. - 5:30 p.m.	PANEL DISCUSSION: Product Management during the Covid Crisis and Learnings!	Shankar Venkatagiri (Panel Moderator) Narasimha Nagaraja, EdgeVerve (Infosys) Srikanth Belwadi, Google Franco Gatti, ABB Harvinder Singh, Honeywell Moderation of questions by: Shubha		
5:30 p.m. - 6:30 p.m.	KEYNOTE PRESENTATION: Product Research Rules!	C Todd Lombardo, MachineMetrics		
06:30 p.m.	CLOSING DAY 1	Shankar Venkatagiri & Hans-Bernd Kittlaus		



SPM Summit Day 2 - Saturday, March 20th, 2021

8:00 a.m.- 9:00 a.m.	VIRTUAL COFFEE			
9:00 a.m. - 9:15 a.m.	General Welcome	Shankar Venkatagiri, Faculty, IIMB & Hans-Bernd Kittlaus, Chairman ISPMA Conference Co-Chairs, SPM Summit India 2021		
Session: Inauguration and Welcome Session Chair: Bhavya P.S.				
9:15 a.m. - 10:00 a.m.	KEYNOTE PRESENTATION: Digital characters and virtual humans in the world of tomorrow	Parag Havaladar, Blizzard Entertainment		
10:00 a.m. - 10:15 a.m.	VIRTUAL COFFEE BREAK			
Track 1		Track 2		Track 3
ACADEMIC TRACK This track features academics presenting Product Management-related papers and studies		INDUSTRY PRACTITIONERS This track features PMs and consulting experts sharing SPM best practice insights and case studies		WORKSHOPS & AWARDS This track features content experts sharing best practice SPM tools & techniques
Session Topic: Research Presentations Session Chair: Lakshmi Gunupudi		Session: Digital IoT Session Chair: Sanjai K		Session Topic: Workshop Session Chair: Vinay Dabholkar
10:20 a.m - 12:00 p.m.	<p>RP13: Systems modeling approach to simulate post Covid-19 student intention to use online learning platforms 10:20 a.m. to 10:40 a.m.</p> <p>RP14: Virtual courts in the era of Covid-19: The challenges confronted by women legal professionals of Kolkata 10:40 a.m. to 11:00 a.m.</p> <p>RP15: A case study on virtual supervised mode of teaching learning practices at Dayalbagh Educational Institute during Covid-19 11:00 a.m. to 11:20 a.m.</p> <p>RP16: Study of repurchase behaviour in online shoppers: A qualitative review, thematic synthesis and research agenda 11:20 a.m. to 11:40 a.m.</p> <p>RP17: Product Performance Metrics and Growth Hacking 11:40 a.m. to 12:00 p.m.</p>	<p>10:20 a.m. - 10:50 a.m.</p> <p>Product Management in a Digital World Shikha Pillai, Siemens Healthineers</p> <p>10:55 a.m. - 11:25 a.m.</p> <p>Plotting a Course for Digital Business: A Structured Approach Saritha PA, Cognizant</p> <p>11:30 a.m. - 12:00 p.m.</p> <p>Pricing and Offer Design in the Digital Era – A Framework for Product Managers Scott Miller, Miller Advisors Inc</p>	<p>Design Thinking Workshop Vinay Dabholkar, IIMB + Catalign Innovation Consulting</p>	
12:00p.m.- 1:00 p.m.	LUNCH			



1:00 p.m. - 1:45 p.m.	FIRESIDE CHAT: Are platforms eating up the world?	Sangeet Paul Choudary, Platformation Labs, & Hans-Bernd Kittlaus, ISPMA + InnoTivum		
	Session Topic: IIMB Student Showcase Session Chair: Haragopal Mangipudi	Session: Platforms & Ecosystems Session Chair: Barbara Hoisl		Session Topic: Workshop Session Chair: Hans-Bernd Kittlaus
1:45 p.m. - 2:50 p.m.	SS1: Project Management in dynamic & competitive environment 1:45 pm to 2:00 pm	1:45 p.m. - 2:15 p.m.	Building a case for API Products Jay Dembani, Avalara Technologies	Software Product Management Primer Workshop Hans-Bernd Kittlaus, ISPMA + InnoTivum
	SS2: Finacle SPM Practices 2:00 pm to 2:15 pm	2:20 p.m. - 2:50 p.m.	Managing Ecosystems & Hybrid Software Products : Digitalization Strategy, Phase Shift and Agile Methodology Jay Shah, Honeywell	
	SS3: ISPMA framework Analysis & Recommendation of Best practices for Mindbody Payments 2:15 to 2:30 pm			
2:50 p.m. - 3:05 p.m.	VIRTUAL COFFEE BREAK			
3:05 p.m. - 3:35 p.m.	SS4: Analysis of Photoshop for Ipad using ISPMA frameworks 3:05 pm to 3:20 pm SPM analysis of property landscape measurements Startup 3:20 pm to 3:35 pm	3:05 p.m. - 3:35 p.m.	Platforms and Developer Events - Why, What and How for a Software Product PM Rakesh Singh, Citrix, Mahesh Damojipurapu, Citrix	
3:40 p.m. - 4:40 p.m.	PANEL DISCUSSION: Productizing AI!	Vinay MK, Pathpartner Technology (Panel Moderator) Babu Narayanan, SymphonyAI Ponnambalam Balakrishnan, CGI Jasdeep Singh, EdgeVerve (Infosys) Kartik Naig, Rapyuta Robotics Moderation of questions by: Shubha		
4:45 p.m. - 5:15 p.m.	SPM EXCELLENCE AWARDS - THE WINNERS:	Haragopal Mangipudi, ISPMA + IIMB + guNaka		
5:15 p.m. - 5:30 p.m.	CLOSING DAY 2	Shankar Venkatagiri & Hans-Bernd Kittlaus		

Appendix

RP#	Authors	Title
1	<i>Monojit Basu</i>	<i>Building futuristic smarter products: Towards a framework for innovation-centered product management</i>
2	<i>Harihara Vinayakaram Natarajan, Kunal Sunil Kasodekar, Annant Vijay Kushwaha, Keerthana Jayakumaran, Sahana Krishna Karki and Prachi Gupta</i>	<i>Solutions to Gig Economy using AI and Blockchain</i>
3	<i>Sanjive Saxena</i>	<i>Managing the lessons from 2020: A case study on E-commerce product development and project management</i>
4	<i>Sowmya Kini and Rajendra Bandi</i>	<i>A review of literature on trust in online platforms and future research directions</i>
5	<i>Ann Mary Biju</i>	<i>Technological overburden, technology solutions and role of positive psychology and technology - The path forward</i>
6	<i>Vinay Venumuddala and Rajalaxmi Kamath</i>	<i>Industry 4.0 and informal sector: Preliminary gaps and scope for innovation</i>
7	<i>Srikant Suddekunte</i>	<i>Improving enterprise applications adoption by using Hook framework: A case study</i>
8	<i>Harihara Vinayakaram Natarajan and Kunal Sunil Kasodekar</i>	<i>AI-based approach to enforce budget restrictions on Azure RG's for large enterprises</i>
9	<i>Harihara Vinayakaram Natarajan, Prachi Gupta, Annant Vijay Kushwaha and Kunal Sunil Kasodekar</i>	<i>Privacy enhanced smart-contract based solution using verifiable multi-ledger model</i>
10	<i>Rainer Nägele, Peter Ohlhausen, Anja Braun, Simon Hoffmann, Yannick Brantner, Sarah Müller, Ralf Ebner, Carolin Klenk, Nada Ruzicic, Franziska Glück, Patrick Zythke and Juliane Weigand</i>	<i>Smart innovation – How will Artificial Intelligence influence the innovation management of (software) products?</i>
11	<i>Sophie Ameloot and Anuragini Shirish</i>	<i>A hybrid project management methodology for managed services providers</i>
12	<i>Kurt Rachlitz</i>	<i>Digital innovation platforms as orchestrators of (non-)decided orders and their impact on the role of software product management</i>
13	<i>Ruchika Vatsa and Purnima Bhatnagar</i>	<i>Systems modeling approach to simulate post Covid-19 student intention to use online learning platforms</i>
14	<i>Rupanjana Sinha and Asmita Bhattacharyya</i>	<i>Virtual courts in the era of Covid-19: The challenges confronted by women legal professionals of Kolkata</i>
15	<i>Purnima Bhatnagar, Ruchika Vatsa and Jyoti Mishra</i>	<i>A case study on virtual supervised mode of teaching learning practices at Dayalbagh Educational Institute during Covid-19</i>
16	<i>Shailey Singh and Inderpal Singh</i>	<i>Study of repurchase behaviour in online shoppers: A qualitative review, thematic synthesis and research agenda</i>
17	<i>Mansi Grover and Mayur Arora</i>	<i>Product performance metrics and growth hacking</i>



SS#	Authors	Title
1	<i>Pallavi Saboo, Neetika Sharma, Anusha Malani and Nilesh Paliwal</i>	<i>Project Management in dynamic & competitive environment</i>
2	<i>Tirtha Tushar Panda, Shreyash Tade, Nupur Sahu and Mohit Sinha</i>	<i>Finacle SPM Practices</i>
3	<i>Akshay Bhawsar, Navjot Kaur, Sejal Bansal and Shreya Mandal</i>	<i>ISPMA framework Analysis & Recommendation of Best practices for Mindbody Payments</i>
4	<i>Varun Shankar, Sujoy Jain, Puja Rani and Shubham Singh</i>	<i>Analysis of Photoshop for Ipad using ISPMA frameworks</i>
5	<i>Dinesh Kollosu, Priyanka Devarakonda, Chris J and Kunusoth Haripriya</i>	<i>SPM analysis of property landscape measurements Startup</i>

EA#	Presenters	Company	Product
1	<i>Abhijit Bendigiri and Krunal Patel</i>	<i>TANGO</i>	<i>TANGO 340B LLC</i>
2	<i>Avnish Gupta</i>	<i>Exotel</i>	<i>Lead Assist</i>
3	<i>Madhumita Tayade</i>	<i>Intuit</i>	<i>Quickbook Desktop</i>
4	<i>Arun Venkatesh and PVN PavanKumar</i>	<i>SAP</i>	<i>SAP IoT - Analytics Service</i>
5	<i>Prasad Deshpande</i>	<i>Mesh Dynamics</i>	<i>API Studio</i>
6	<i>Krishnaprem Bhatia and Hema Narasimhan</i>	<i>Intuit</i>	<i>Quickbook online advanced</i>

Platinum Partner

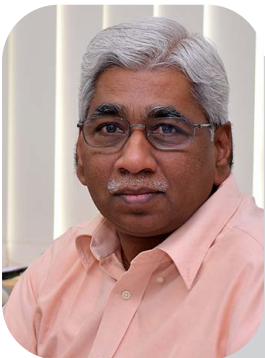


Speakers



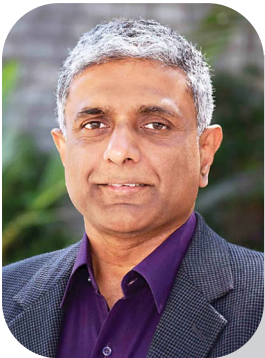
Prof. Rishikesh T. Krishnan

Professor Krishnan is the Director of IIM Bangalore and teaches Strategy at IIMB. He was previously the Director of IIM Indore. He has written 140 publications including the two books on innovation and one of them won the Best Book Award 2013-14 from the Indian Society for Training and Development. He has done double masters from IIT, Kanpur and Stanford University. He is a fellow from IIM Ahmedabad.



Prof. Rajendra K. Bandi

Prof. Rajendra K. Bandi is the Chairperson of Information Systems, Chairperson of CSITM and Dean Administration at IIM Bangalore. He is also a member of the Board of Governors of IIMB. Prior to joining IIMB, he was an Assistant Professor at Florida Gulf Coast University, Fort Myers, USA. He obtained PhD in Computer Information Systems from the College of Business Administration, Georgia State University, Atlanta, USA.



Prof. Shankar Venkatagiri

Shankar is Professor & Chair, IT Facilitation Committee, IIM Bangalore. He was a consultant with Sapient Corporation, Cambridge & Reuters Consulting, Boston. A technologist at heart, he is committed to the spread of digital learning in India. He has done his PhD in Maths & M.S. in Computer Science from Georgia Tech. Shankar has been developing cases based on the IT scenario in India, some of which are listed on Harvard Business Press. Prof. Shankar is also the Conference Co-Chair for the SPM Summit India 2021



Hans-Bernd Kittlaus

Hans-Bernd Kittlaus is the chairman of ISPMA e.V. He is also the owner and general manager of InnoTivum Consulting (www.innotivum.com) which he founded in 2001. He was Director of SIZ GmbH (Computing Center of the German Savings Banks Organization, Germany) and Head of Software Product Management and Development units of IBM. Having been a leader in the area of software product management for 30 years, he continues to work as a consultant, coach and trainer for both corporate IT organizations and product organizations in a number of industries. He is a frequent presenter at conferences and universities, and has published numerous books and articles, his latest being "Software Product Management: The ISPMA-Compliant Study Guide and Handbook" (with Samuel Fricker, Springer 2017).



Krishnaswamy Subbarao

Krishnaswamy Subbarao has a diverse professional experience of 27 years and contributes as head of product strategy and product management in Finacle. Prior to this he was Co-founder partner of Practicworks, a niche advisory and consulting firm. Prior to that he was the CEO of EXILANT GmbH, a company focused creating products in the Industry 4.0 space using IOT. Krishnaswamy has played various corporate roles and his focus has been in the areas of transformation sourcing and corporate strategy. His sectoral experience extends across BFSI, Manufacturing, retail and logistics. He holds a degree in Electronics Engineering from Mysore University.



Radha Chandrasekhar Mathur

Radha Chandrasekhar Mathur is a product manager at Google Cloud. She has 15 years of experience in building and managing enterprise software products. Radha is proud to be an alumna of IIMB's Post Graduate Program in Enterprise Management. She is passionate about technology and about product management as a function. She looks forward to sharing insights from product management culture and processes at Google.



Marguerite Mcleod-Fleming

Marguerite Mcleod-Fleming is Principal of Innovation Culture Group, a partner of InnoTivum. She helps companies, non-profits, educational institutions and non-profit clients to facilitate creative-thinking that achieves innovative ideas using our proprietary Actionable Innovation System. Her clients range from some of the largest and most respected organizations in North America to smaller mid-market businesses and not-for-profits.. Marguerite received her MBA from the Schulich School of Business in 2001. Her work in the area of creative and inventive thinking is driving the conversation of how to create a systematically proven creative process in any organization. Marguerite is a SIT Associate for Canada and is certified to deliver the ISPI (Innovation Strengths Preference Indicator) assessment LEGO® SERIOUS PLAY® engagements.



Amit Phadke

Amit is a seasoned software professional and a budding product manager with varied experience of 9+ years in building products for the international automotive market. He is currently playing the role of a product manager for the new global product. He has managed distributed teams across the globe in the past. One of his past roles as Executive Assistant to Senior Vice President of Innovation has given him keen insights into the innovation journey of an empowered captive center of a large MNC tasked with building products for the globe. He is also pursuing an executive education certificate from UCLA, Anderson School of Management (PGP Pro). His areas of interest are Product Management, Innovation, Strategy and Agile Development.



Manojkumar Parmar

Manoj is an award-winning, experienced Senior Technologist with a demonstrated history of 13+ years of working in the emerging digital technology, cybersecurity and automotive engineering industry.. As a Program Director, he is currently building a global product at the intersection of AI and Cybersecurity to safeguard AI systems. He has filed 22 patents out of which 11+ are industrialized and published 13+ papers in IEEE, SAE, Springer and Elsevier. He holds a B.Tech in E.C. from Nirma University, General Management Program from IIM Bangalore, Corporate Startup program from UC Berkeley and M.Sc. in Innovation and Entrepreneurship from HEC Paris. He is recipient of Technical Role model award 2020 from Zinnov and Star Alumni Award from IIM Bangalore.



Haragopal Mangipudi

Hara is a practitioner-cum-academic in software product management. Adjunct Faculty at IIMB and IIITB. Global board member of ISPMA & chairman of ISPMA India Chapter. Founder of guNaka consulting. A distinguished alumnus awardee from IIM Bangalore and was head of Finacle (Infosys)



Joseph Ellimoottil Joseph

Joseph Ellimoottil Joseph is working as a Product Manager with Oracle's Fusion Financials cloud product at Bangalore. His career spans around 16 years of product development and management, having built and led product development teams across various functional areas. Working in different capacities (product engineer, solution architect, and product managers) for the past 16 years, Joseph has witnessed first-hand, how technology is revolutionizing the world of business. In his current role, he is the product manager responsible for the delivery of the new cloud product, Joint Venture Management and has been working with various groups (engineering, product management, content engineering, customers, and support) inside and outside Oracle.



Harvinder

Harvinder is a software engineer turned product manager, currently the global offering management lead at Honeywell. He leads the strategy and execution of building new Enterprise SaaS offerings. He has been a customer champion, has successfully lead customer-led product development with the ability to translate customer needs, feedback into actionable insights for development teams. He has deployed new business models in the Industrial IoT space leading new products from inception to growth. He enjoys working together with a team of engineers, designers, data science, researchers, product marketing, sales, customer success. He has built products leveraging cutting-edge technologies like edge & cloud computing, internet of things, AI/ML, AR/VR, etc.



Cennydd Bowles

Cennydd Bowles is a designer and futurist with nearly two decades of experience advising companies including Twitter, Samsung, Accenture, and the BBC. He is the author of Future Ethics - 'a must read for anyone who is inventing the future' - and now runs responsible design and futures studio NowNext. He is a frequent keynote speaker at technology and design events worldwide. He holds a M. Sc. in Information Technology from the University of Nottingham.



Gerald Heller

Gerald Heller is a professional trainer and consultant with more than 30 years of experience in various areas of software product development.

He is a board member of the International Software Product Management Association (ISPMA), member of the German computer association (GI), frequent speaker at IT conferences. Published articles in software engineering magazines. He established and supported the requirements management process, practices, and infrastructure for Hewlett-Packard's global software business.



Franco Gatti

Franco Gatti is a senior product manager with almost 20 years of experience with ABB in several technical and management positions. He is currently engaged in a Product Management Excellence Journey to enhance the professional level of ABB large product management community. The journey develops around the key levers of organizational and individual development, optimal processes and efficient tools.

He holds a master degree in Applied Physics from the Milan State University in Italy, specialized in System Theory and Automation. Before moving to the Product Management profession, Franco spent 14 years as a Software Development Manager in the Automation business of ABB, and prior to that 5 years as a software developer for business applications.



Narasimha Nagaraja Prasad

N. Narasimha Prasad (also known as NNP) is part of the Product Management and Strategy group of Finacle. In this role he is responsible for defining the product strategy, envisioning future platforms for dynamic adaptation, in addition to creation of various abstract frameworks.

He has nearly two decades of experience working across the banking products and solutions spectrum - from core banking, Wealth Management, Treasury to Digital and in various functions across engineering, professional services, M&S and product management.

He has many internal and external publications. He is passionate about writing and recently published a book.



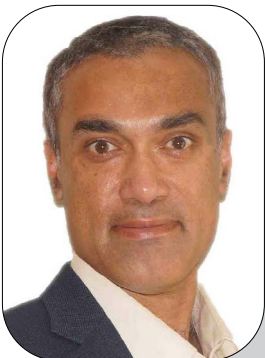
Srikanth Belwadi

Srikanth is a Product Manager at Google for over 14 years. Started and led many product innovations across Search, Ads and Cloud Platforms. Built foundational systems in Adwords Targeting, Mobile Monetization, Media Processing and Open Knowledge Graph. Currently, lead Cloud Artificial Intelligence product team for Ecommerce Search and Discovery. Author of over 10 granted patents. He works with several non profits and educational institutions in rural and tribal parts of India. Before Google, part of the original product team at two startups in Bangalore - Unimobile (acquired by EFI) and July Systems (acquired by Cisco). Srikanth holds and Industrial Engineering degree from Bangalore University and Post Graduate Diploma in Software Enterprise Management from IIMB (Gold Medalist).



C Todd Lombardo

Originally trained as a scientist, he's had job titles ranging from scientist, to engineer, to product manager, to designer, and even professor. He is currently the Vice President of Product & User Experience at MachineMetrics, an industrial IoT platform for manufacturers. He also serves on the adjunct faculty at IE Business School in Madrid, as well as Maryland Institute College of Art (MICA). He is a published O'Reilly Media author with three titles: Design Sprint (2015), Product Roadmaps Relaunched (2017), and Product Research Rules (2020).



Dr. Parag Havaldar

Dr. Parag Havaldar is an Academy Award winning computer scientist experienced in software technologies for a variety of digital entertainment initiatives that involve 3D computer graphics, computer vision and imaging, machine learning, media compression, streaming and distribution. He has held various industry positions leading engineering teams to pioneer visual effects, animation and gaming technologies for companies such as SONY Pictures and Activision-Blizzard. Currently, Parag manages the RnD efforts at Blizzard Entertainment to advance cinematic technologies for prominent award-winning games including World of Warcraft, Overwatch, StarCraft, Diablo, Hearthstone. Parag also serves as an adjunct faculty member of Computer Science in the Viterbi School of Engineering at the University of Southern California. Parag Havaldar received his PhD in computer vision & graphics from the University of Southern California, and a BTech in Computer Science from IIT Kharagpur and is also a Distinguished Alumnus of IIT Kharagpur.



Shikha Pillai

Shikha Pillai is an R&D and strategy leader with 19 years of experience in software product development for Healthcare. She is passionate about leveraging technology to address Healthcare challenges, and has focused in the last years on building product and innovation teams that deliver breakthrough solutions and create lasting impact.

In her current role as Head of Strategy for the Siemens Healthineers Development Center she is responsible for strategic programs that enable portfolio expansion and people excellence, driving digital transformation to gain speed and create efficiencies, and building collaborations with the healthcare and startup ecosystem in India.



Saritha PA

Saritha Panapparambil Abubacker (Saritha PA) is a Senior Director of Engineering within Cognizant's Digital Systems & Technology's Application Development and Maintenance (ADM) Practice and product owner of the AppLens Platform. She has more than two decades of IT experience in areas that include application development, technology and process management, delivery management, business consulting and next-gen ADM. In her current role, she and her team of experts incubate ideas, design and implement them through the platform, and evangelize the same through a data-driven approach. Saritha is an alumna of the Indian Institute of Management, Bangalore, and holds a bachelor's degree in Computer Science and Engineering from Kerala University.



Scott Miller

Scott Miller, CPA, CMA, is Founder of Miller Advisors Inc, a boutique consulting practice specializing in software pricing and offer design strategies for global B2B and B2G companies. Scott's experience includes senior consulting roles and head of global pricing for several \$10B software and technology firms. He is also a published author, speaker, and workshop facilitator on best-in-class pricing practices and can be reached at scott@miller-advisors.com.



Dr. Vinay Dabholkar

Vinay is a consultant, teacher, and author working in three areas: innovation strategy, design thinking, and mindfulness. He is a co-author of the book "8 steps to innovation: from jugaad to excellence" (2013) and author of the book "Mindfulness: connecting with the real you" (2019). He has been a visiting faculty at IIM Bangalore (since 2011) and at IIT Bombay (since 2016). Over the past decade, he has helped several organizations and individuals in their innovation and mindfulness journey. He also works with not-for-profit and government organizations in the education and healthcare space. Prior to starting the consulting career, Vinay worked for a decade in Motorola in the US and Sasken in Bangalore. He did his B. Tech. from IIT Bombay and Ph.D. from University at Buffalo both in Computer Science.



Jay Dembani

Jay Dembani is a Product Management Professional with 15+ Years of Experience in Enterprise Product Management, Product Implementation & Business Analysis.

In his current role at Avalara, Jay manages a portfolio of API based Integration Products.

Jay has hands on experience of building, launching and managing – scalable B2B SaaS Products spanning across multiple geographies and domains using APIs, Artificial Intelligence, Blockchain & Automation Frameworks.



Jay Shah

Jay is proficient leader in software architecture, EAI product strategy & management, and agile methodologies (Scrum, Kanban, XP). His industrial expertise includes but not limited to Agile Product Lifecycle Management, Scrum, Kanban, Agile XP (Extreme Programming) Methodology, Enterprise Application Integration, Software Architecture, Product Strategy. He is recognized trainer with Avanade PMP, ACN Scrum credentials. Jay holds research/review papers in reputed management journals and presentations in international conferences. He is currently involved with Honeywell where he drives GMS-CORP software products and rolls-out implementations in collaboration with partner companies.



Rakesh Singh

Rakesh Singh is the global Vice President of Product Management for the Citrix Platform Ecosystem, and the GM of Citrix India. He is a senior member of the company's global Product Management leadership team, and leads a global PM team in Developer and Platform Ecosystems. He has extensive product and site leadership experience across startup and public companies in the US and India. His educational background includes the Stanford Executive Program, an MBA from the Haas school at University of California at Berkeley and an MS in Electrical and Computer Engineering from University of California at Santa Barbara.



Mahesh Damojipurapu

Mahesh is currently responsible for in various innovation & intrapreneurship programs, ecosystem partnerships, and technical University relationships at Citrix India. Prior to that he was involved in setting up and scaling an incubation cell for EdgeVerve (Infosys Product subsidiary) with a focus around internal innovation, new product development, startups, and academic network. Prior to that he had experience in building multiple products and solutions across multiple domains.

He has done MBA from Hult International Business School Boston and London; he holds bachelor degree in mechanical from JNTU Hyderabad.



Vinay M K

Vinay M K is Cofounder & VP (products) at Pathpartner Technology with approximately 20+ Years of experience. He is an expert on taking deep tech products to market and pivoting to product market fit. He has been leading the efforts to conceptualise and develop embedded AI/ML based system for In-Cabin driver monitoring and alerting system. He has been instrumental in DMS SDK feature definition and design. His team has filed multiple patents and international's publications in this area.

He is also a member of NASSCOM DEEP TECH club and FICCI Sub-committee on road-safety participating in activities for policy making and awareness creation. Vinay has a Post graduation diploma in enterprise management (PGPEM) from IIM, Bangalore (2015-2017), Masters Degree in Electrical Engg (Signal processing) from IIT, Kanpur (1999-2001) and a Bachelor's degree in Electronics & Communication Engg (ECE) from NIE, Mysore (1994-1998), where he was the recipient of second rank for University of Mysore.



Babu Narayanan

Babu is VP AI at ConcertAI, a portfolio company of the SymphonyAI group. At ConcertAI, a next generation real world evidence company, Babu leads the development of AI models and solutions in the area of Oncology Real World data and software products.

Prior to ConcertAI, Babu was at GE in a mix of technical and management roles and built several AI products in a variety of disciplines including Healthcare, Industrial IoT and financial services. He also has experience in the networking domain from earlier roles at Qualcomm, Ericsson and Nortel Networks.

Babu has a B. Tech in CS from IIT Madras, MS in Math from the University of Illinois, Urbana-Champaign and a PhD in Computer Science from New York University.

He is passionate about AI, Mathematics and Advanced Computing technologies and their application to solve hard real world problems.



Ponnambalam Balakrishnan

Ponns is a versatile leader having a wide-range of experience in leading global teams, delivering IT Services, and Product Development in various domains. As a Founder, responsible for the vision and business growth of our new products leveraging the in the constantly evolving internet environment.

Pons holds an Engineering Degree from College of Engineering Guindy and an MBA from Indian Institute of Management Bangalore.



Jasdeep Singh Kaler

Jasdeep leads Infosys's Artificial Intelligence platform Infosys Nia. A product leader with more than 22+ years of experience in developing enterprise products, he has led multiple products from idea to cash and has conceptualized key components for mission critical enterprise class products. Jasdeep is an expert in leading large-scale organizational change management, business transformation and technology initiatives. In his current role he is responsible for product strategy, product management, R&D and Expert services of Infosys Nia. Jasdeep is part of NASSCOM's Artificial Intelligence and Intelligent Automation Research Council. He has been part of XBRL International Abstract Modelling Task Force and has few patents in his name. He has a BE from NITK, Surathkal and MBA from Coventry University, UK.



Karthik Naig

Karthik Naig has been a product manager in the robotics space with startups such as Greyorange in India and Rapyuta Robotics in Japan. He has been actively involved in ushering in the robotics revolution in the supply chain sector across the world. Karthik has had a ringside view of the adoption challenges and potential of robotics in this space and has views on how product management can help fulfill this destiny. Karthik is an MBA(PGSEM) from IIM Bangalore.



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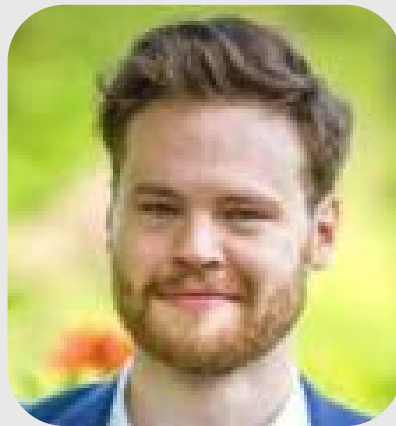


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