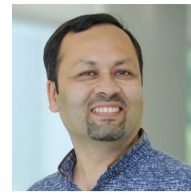


**Sanjai K**

Sanjai is currently serving as VP and head of product management for 'SAP ERP' offering. Working with SAP since Feb 1998, he has more than 22 years in Enterprise Applications. He is one of the panellists in the event.

**Sundar Balasubramanian**

Sundar is the Director of Product Management for QuickBooks. He holds an MBA from INSEAD, Masters from U. Maryland at College Park and B.Tech from IIT Madras. He is one of the panellists in the event.

**Somnath Baishya**

Somnath leads the People charter for Intuit at its Global Development Centres. An alumnus of XLRI and IIT, Som's prior career journey has been with Adobe, Nokia, Infosys and Tata Motors. He is one of the panellists in the event.

**Jaleel Abdul**

He is the Vice President, Employee Experience in Adobe India. He holds a Master of Social Work in Human Resources from Mangalore University. He is one of the Panellists in the event.

**Venkatesh Balakrishnan**

He manages the Centre for Software Information Technology Management (CSITM) at IIMB. Holds an Engineering Degree from REC Trichy. He is in the conference committee.

**Tathagat Varma**

He is a Product leader and technologist with 27+ years of experience in building organizations. Currently building and leading NerdWallet India operations. He is one of the panellists in the event.

**Dr. Rangan Varadan**

Founder and CEO of Billionloans Financial Services Private Limited. He is also the Founder of MicroGraam Marketplace Private Limited. He is a Fellow Chartered Accountant and is also a doctorate from Lehigh University - College of Business and Economics.

**Rivi Varghese**

Founder & CEO Clari5. AI. He introduced 12 new products to the world, He holds a B. Tech from IIT BHU and is an alumnus of IIMB. Presently creating a foundation for a federated banking anti-fraud network for member banks to exchange fraud intelligence.

**Nanda Kumar (NK)**

Nanda Kumar (NK) is the founder and CEO of SunTec Business Solutions. He has shaped many customer-centric software platforms and products for pricing and billing. He has served as the Chairman of GTech (Group of Kerala Technology Companies).

**Kumar Abhishek**

Kumar Abhishek conceptualized the idea of ToneTag, a unique concept that harnesses the power of sound to enable payments and proximity customer engagement, eliminating any hardware dependency. He is a recipient of the National Entrepreneurship Award.

**Naveen Athresh**

Naveen is the Group Product Manager at Rakuten. He was the Founder and Chief Product Officer of LIQUID MIND Product Consulting Inc. which is an Indian Institute of Foreign Trade KITTES e-cell incubated start-up.

**Sudeep Ralhan**

Sudeep Ralhan is the Head of Human Resources at Walmart Labs India. He is responsible for driving the People agenda for the fast-growing, technically proficient and innovative workforce. He completed his post-graduation in business from IMT, Ghaziabad.

Event Schedule: Day 1 (14th Feb 2019)**Morning (Pre-Conference Workshop)**

9:00 A.M. Full Conference Registration & Networking (Venue: Auditorium)

9:30 A.M. Software Product Management Primer (Workshop – Track1): *Hans-Bernd Kittlaus*

9:30 A.M. Software Product Manager, the 'Mini CEO' – Strategy & Leadership (Workshop – Track2) *Haragopal Mangipudi*

Conference Registration & Lunch

1 :00 P.M. Main Conference Registration & Lunch (Venue: MDC dining Hall)

Afternoon

1:45 P.M. Inauguration & Welcome Address: *Prof K Kumar & Haragopal Mangipudi*

2:15 P.M. Fireside Chat – From Software Services to Products Business: *DN Prahlad and Hans-Bernd Kittlaus*

3:00 P.M. Product Discovery with Design Thinking: *Zornitsa Nikolova**

3:45 P.M. My Journey into Software Product Management: *Rumen Colov*

4:30 P.M. Tea / Coffee break

4:45 P.M. Success Stories (breakout sessions): Award Finalists

5:30 P.M. Best Practices in Pricing SaaS: *Scott D Miller**

Evening

6:15 P.M. Founders and CEOs Panel

7:00 P.M. Excellence Awards

7:30 P.M. Networking & Dinner (MDC Dining Hall)

Event Schedule: Day 2 (15th Feb 2019)

Morning

- 9:00 A.M. Keynote address: The Business of Platforms: Strategy in the age of Digital Competition, Innovation and Powers: *Michael Cusumano**
- 10:00 A.M. Leadership Panel – Nurturing Software Product Management – Enabling Careers of Success *Somnath Baishya, Abdul Jaleel, Somshubhro (Som) Pal Choudhury, Sudeep Ralhan*
- 10:45 A.M. Tea / Coffee Break
- 11:00 A.M. Leadership Panel – Global Best Practices and India's Leadership in Software Products *Prof Rishiksha T. Krishnan, Sanjai K, Sundar Balasubramanian, Som Pal Choudhury*
- 12:00 noon The Art of Product Management in the World of Internet of Everything: *Hans-Bernd Kittlaus*
- 1:15 P.M. Valedictory

Lunch & Networking

- 1:45 P.M. Lunch & networking (MDC dining Hall)

Afternoon (Post Conference Workshop)

- 2:30 P.M. From Software Service to Product Business (Workshop Track-1) *Hans-Bernd Kittlaus*
- 2:30 P.M. SPM framework for early startups (Workshop Track-2) *Haragopal Mangipudi*

* Interactive video session

Speaker / Jury Profiles



Prof. Michael A. Cusumano

Prof. Michael Cusumano is the Sloan management review distinguished professor at the MIT Sloan School of Management, Boston and a fellow member of ISPMA global chapter. He is a globally renowned thought leader and a distinguished author including books like "Microsoft Secrets".



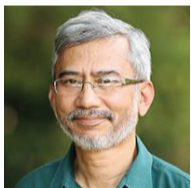
D.N. Prahlad

Prahlad is the chairman of Surya Soft and Edgeverve. He is also an independent director on the board of Infosys. He is also on the advisory board of Computer Science and Automation Department of Indian Institute of Science, Bangalore.



Hans-Bernd Kittlaus

Hans-Bernd is the chairman of ISPMA e.v. He is founder of InnoTivum Consulting. He is a trainer, coach and consultant for both corporate IT organisations and companies. He is the chairperson and one of the jury in SPM Excellence awards 2019.



Prof. Rahul Dé

Prof. Rahul is a Professor of Information Systems in IIMB. He has published two books and over 50 articles in international journals. He is a doctorate from JM Katz Graduate School of Business, University of Pittsburgh, USA. He is one of the jury in SPM Excellence awards 2019.



Prof. K. Kumar

Prof. Kumar is the Dean, Alumni Relations and Development at IIMB. He has held positions of CEO and President in reputed organisations and has also started three companies before joining IIMB. He is a fellow from IIM Bangalore.



Prof. Rishiksha T. Krishnan

Professor Krishnan was the Director of IIM Indore. He has written 140 publications including the two books on innovation. He has done double masters one from IIT, Kanpur and the other from Stanford University, USA. He is a fellow from IIM Ahmedabad.



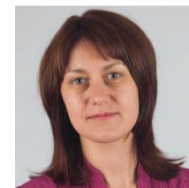
Haragopal Mangipudi

Hara is the board member of ISPMA. Founder of Gunaka Consulting, Co-founder of finUNO. He is a distinguished alumnus awardee from IIM Bangalore. He is the conference chair of ISPMA India Summit.



Dr. Guenther Ruhe

Dr. Ruhe holds an Industrial Research Chair in Software Engineering at University of Calgary. He has published more than 155 reviewed research papers at journals, workshops and conferences. He is one of the jury in SPM Excellence award 2019.



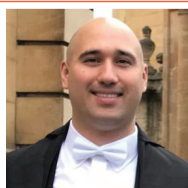
Zornitsa Nikolova

Zornitsa is a co-founder and managing partner of Leanify Ltd. – a company focused on Lean and Agile training, mentoring, and coaching. She is an extended board member of ISPMA e.v.



Scott Miller

Scott is the Director of Software Pricing and Monetization, CGI. He has previously conducted pricing webinars with the ISPMA and is also a CPA and CMA (Certified Management Accountant).



Rumén Colov

Rumén is co-founder and VP product management at Applied Qubit- a start-up developing software for quantum computers. He brings in extensive expertise in software product management.



Somshubhro (Som) Pal Choudhury

Som is a partner with Bharat Innovation Fund. He is an MBA from Wharton, University of Pennsylvania and an engineering graduate from IIT Kharagpur. He is one of the panellists in the event.