



## **Manjunath MS**

**Advisor – New Business  
Creation & Innovation  
Cold Chain Consulting**

**Manjunath M S is a Subject Matter Specialist & Advisor on Cold Chain, Business Creation & Innovation. He is a graduate Electrical Engineer from the Karnataka University with over 35 years of experience in Industrial Marketing, Cold Chain Product Management, Cold Chain Business Creation & Innovation. He is an Innovation Process Specialist and an Innovation Coach.**

**In 2012, he was awarded the National Award for Outstanding Contribution to Cold Chain.**

**He is a Subject Matter Expert in the field of Cold Chain Infrastructure and Perishable produce transportation. He speaks often at National and International Conferences on the subject of Cold chain & Innovation**

**Manjunath M S has developed his own methodology for Innovation thru a three step process called – Ideation- Exploration-Innovation**