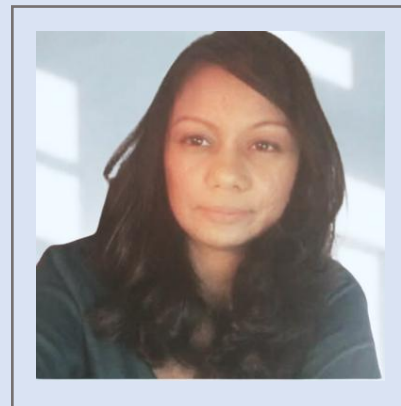


# CHRISTINE PAMELA CHANDRAKASAN

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Innovator | Strategist | Writer | Researcher

[\[christinepamela.com\]](http://christinepamela.com). [\[LinkedIn\]](#). [\[Medium\]](#)



## ABOUT

I love innovation and creating things. Over the years I've expanded my passion into strategy development, research and writing. My work bridges startups, corporate systems, and social change. I've worked across 30+ countries with hundreds of companies and startups on product development and business transformation. My research interests lie in decentralized innovation models. My writing often draws from real-world consulting and original research, exploring what it takes to drive change within systems that resist it. I also write about random thoughts that come to mind.

## WRITING & PUBLICATIONS

Book (In Progress)

Innovation Underdogs: A Corporate Rebel Playbook (Expected 2025)

Research Publication

Chandrakasan, C. P., et al. (2023). *Digital Maturity of Organizations in Malaysia*. *International Journal of Academic Research in Business and Social Sciences*, 13(5), 1684–1706. DOI: 10.6007/IJARBS/v13-i5/16838

## INNOVATION

Founder & CEO of Mestrae (2012 to present)

- Designed and launched Interchangeable High Heels, sold in 31 countries
- Built in-house manufacturing and end-to-end global operations
- Consulted across fashion, defense, tech, and healthcare sectors
- Currently developing open-source systems (OwnIt) and wearables for underserved communities (Tiga)

## PHD RESEARCH INTERESTS

- Digital Maturity in Emerging Markets
- Decentralized Finance for Small Businesses
- Entrepreneurial Systems in underserved and frontier economies
- Innovation Strategy in Large Organizations

## RECOGNITION

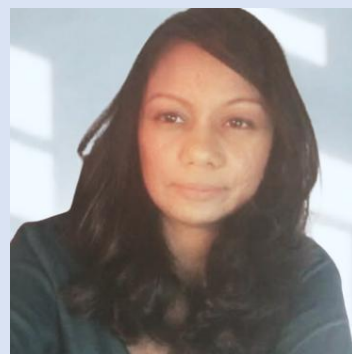
- Top 100 CEOs in Asia, *CEO Today* (2018)
- Top 10 Startups in Malaysia, *SME Magazine* (2018)
- 1st Prize, Dassault Systèmes Innovation Award (2019)

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## EDUCATION

- MBA, UNITAR, Malaysia (2021) | Focus: Digital innovation | CGPA: 3.98
- B.Eng. (Hons) Electronics – Microwave & Communications, MMU, Malaysia (2005)
- Stanford Graduate School of Business | Go2Market Program (2015)

## MENTORSHIP & COMMUNITY WORK

- Mentor, MIT LaunchX (50+ youth innovators across the US and Global South)
- Mentor, Global Mentoring Walk (Vital Voices + WENA)
- Organizer, Women's Day Out (2,000+ attendees, 20 women founders)
- Volunteer tutor children protection centre and early-stage entrepreneurs

## SPEAKING & TEACHING

### Keynote & Panel Appearances

- ASEAN Youth Forum
- Etail Digital Retail Summit
- Borneo Fashion Week
- SolidWorks Innovation Day

### Guest Lectures & Workshops

- Ho Chi Minh University of Technology (Digital Communication)
- 7+ Universities in Southeast Asia on engineering, entrepreneurship, and innovation
- Corporate training sessions delivered to over 30 companies across sectors

## SELECTED ESSAYS & OP-EDS

Rules of Rebels: How Mavericks, Skunkworks, and Open Source Redefine Innovation

Unlearning Leadership: A Journey Into Self-Awareness

Contributor to Medium, Substack, and global innovation forums