

C L E V A T E

GROWTH AND SOLUTIONS NEXUS

EVENT BROCHURE 2024

07-08 SEPTEMBER 2024

 **The Auditorium @ DLF Cyberpark, Gurugram**

EVENT SPONSORS

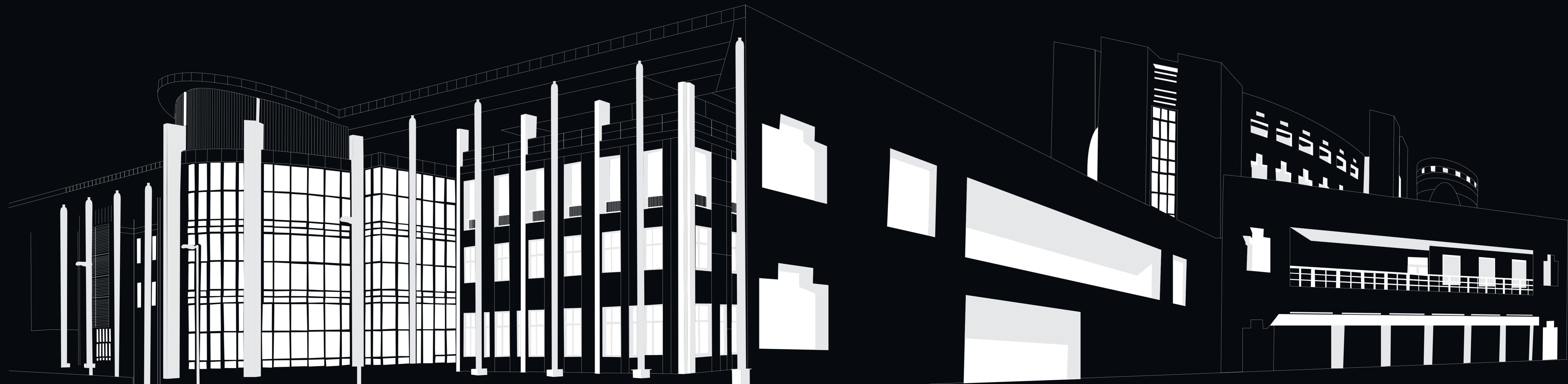
 **ALTAIR** |  **moglix**

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ELEVATE, is an event designed for the entire ISB Community; the event has a series of workshops fragmented in Product & Strategy, Marketing, Finance and Consulting. The workshops will consist of most relevant and trending use cases by highly experienced professionals and industry leaders.

**Organized by PGP Pro'24 Delhi
Certified by Indian School of Business**



ABOUT ISB



#1

IN INDIA

FT Executive MBA 2022 Rankings

#31

GLOBALLY

FT Global MBA 2024 Rankings

50K+

**EXECUTIVES
TRAINED**

18K+

ALUMNI

#1

**RESEARCH RANKING INSTITUTE
IN INDIA**

#1

IN INDIA

FT Executive Education Custom 2022 Ranking

WHY PARTICIPATE



The workshop sessions focuses on understanding and solving a real life business problem; by a leading industry professional



The workshop will have a pedagogy of concept, case and conclusion - you get to learn the problem , process and probable solutions



Apply your learnings from ISB programs along with the speaker and gain in-depth understanding of key subjects like new market entry, GTM, distribution channel, capital raising and business consulting



Be a part of insightful panel discussion - strictly focused on sharing the business trends and short term opportunities in the current job market



Network with like minded people from all cohorts and exchange opportunities and knowledge

ELEVATE is a platform that brings the students, alumni and industry experts together - connect, chart your course

EVENT SCHEDULE

DAY 1
SEP 07

8.30 AM	Registrations Start
9.30-10.15 AM	Intro Keynote By Mr. Akhilesh Srivastava
10.30-11.15 AM	Digital Transformation Session By Mr. Bharani Kumar Depuru
11.15-11.30 AM	Break
11.30 AM-1 PM	Strategy Workshop By Ms. Jigyasa Kishore
1-2 PM	Lunch
2-3.15 PM	Marketing Workshop By Mr. Prasanna Sundram
3.15-3.30 PM	Break
3.30-5PM	Marketing Workshop By Mr. Prasanna Sundram
5.15-6.30 PM	HR Panel
7.30 PM Onwards	Networking Dinner at Adda

EVENT SCHEDULE

**DAY 2
SEP 08**

10-11.15 AM	Finance Workshop By Mr. Sarthak Ahuja
11.15-11.30 AM	Break
11.30 AM-1 PM	Finance Workshop By Mr. Sarthak Ahuja
1-2 PM	Lunch
2-3.30 PM	Consulting Workshop
3.30-3.45 PM	Break
3.45-5.15PM	Product Workshop By Mr. Sandeep Balani
5.30 PM Onwards	Closing Ceremony

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SPEAKERS

A large, semi-transparent graphic element is centered behind the "SPEAKERS" text. It is a circular shape composed of several concentric, slightly curved, and overlapping teal-colored bands.

KEYNOTE SPEAKER

MR. AKHILESH SRIVASTAVA

*Road Safety Ambassador-IRF | IT Advisor
ITDA, Uttrakhand | President ITS INDIA*

Akhilesh Srivastava, a distinguished global technology leader and luminary in the field of Digital Transformation, stands at the forefront of addressing critical societal issues through innovative technological solutions.

Renowned for his role in spearheading large-scale e-governance initiatives, including the implementation of transformative programs like FASTag, the electronic toll collection system, and the establishment of NHAI Data Lake, the AI-powered Big data Cloud platform for project management at NHAI for the first time in India, an efficient e-Tendering Portal utilized by various central and state governments, his impact resonates across the technology and governance landscape.

As a Member and Advisor to several prestigious International and National organizations, Akhilesh Srivastava has consistently demonstrated a strategic and visionary approach to problem-solving.

His leadership roles as the Road Safety Ambassador at the International Road Federation (IC) and Chairman of ITS India Forum, Bitumen India Forum underscore his commitment to revolutionizing the road sector through technology. At the forefront of the Road Safety 2.0 initiative initiated by the World Economic Forum, Mr. Akhilesh envisions a paradigm shift in road safety by integrating next-generation technologies. The initiative, rooted in cutting-edge advancements, has yielded promising results, showcasing a potential reduction of over 90% in road accidents during pilots.



DIGITAL TRANSFORMATION WORKSHOP

MR. BHARANI KUMAR DEPURU

*CEO & Founder @ 360DigiTMG,
AiSPRY | Chief Data Scientist*

Bharani Kumar Depuru is the CEO and MD of AiSPRY and 360DigiTMG. With an illustrious career spanning over two decades, he has established himself as a leading figure in the data science and artificial intelligence sectors. An alumnus of both IIT and ISB, Bharani has successfully blended technical expertise with business acumen, driving innovation and excellence in his organizations.

Mr Bharani has a rich experience of over 19+ years in various industries, particularly focusing on data science, AI, and digital transformation. Throughout his career, he has been instrumental in fostering a data-driven culture within organizations, helping them navigate the complexities of the modern technological landscape. His strategic insights have propelled AiSPRY and 360DigiTMG to the forefront of the industry.

In addition to his professional accomplishments, Bharani is a passionate educator and mentor. He has trained over 50,000 professionals across the globe, equipping them with the skills and knowledge necessary to thrive in the ever-evolving field of data science and is also a visiting faculty member at ISB. His commitment to education and his ability to inspire others make him a sought-after speaker and thought leader in the industry.



STRATEGY WORKSHOP

Ms. JIGYASA KISHORE

Vice President, Moglix

With an Economics degree from Christ College and an MBA from the Indian School of Business, Hyderabad, Jigyasa Kishore brings nearly 20 years of expertise in Marketing, Business Development, and spearheading transformative ventures for major enterprises globally.

Joining Moglix in 2017 as the Head of Technology Business Division and new product development, Jigyasa has crafted growth strategies for both domestic and international markets. She actively collaborates with business leaders across various sectors to identify challenges and provide digitized supply chain solutions.

Jigyasa's extensive background encompasses a deep understanding of market dynamics, allowing her to drive impactful initiatives that propel Moglix's vision forward.



MARKETING WORKSHOP

MR. PRASANNA SUNDARAM

*Director Strategic Enablement @
Accenture Song Marketing*

With over 20 years in enterprise focussed roles , Prasanna Sundram is the Director of Operations for Accenture Song-Marketing Practice. He manages Strategic Enablement and partners with Song Marketing Leadership on P&L, new offerings, and GenAI projects. He's focused on leveraging GenAI to enhance creativity and strategy by automating tedious marketing tasks. Previously, he helped CxOs rethink business models through AI and Analytics. Prasanna excels in analytics, business intelligence, data mining, and sales strategy operations.

He holds an Executive MBA from ISB and certificates from INSEAD, Wharton, and LBS, along with an Engineering Degree in Electronics and Communication from Bharathiar University.



FINANCE WORKSHOP

MR. SARTHAK AHUJA

*Author, Entrepreneur,
Investment Banker*

An Investment Banker with over a decade of experience in startup advisory, Sarthak is a Gold Medalist from the Indian School of Business and a bestselling author for his book, "Daily Coffee & Startup Fundraising".

He practices in areas of corporate finance, valuations, and transaction advisory, as well as educates entrepreneurs in these areas through his social media channels with a combined following of over 2 Million. He is a Faculty for Finance at various educational institutes and the face of CNBC TV18's show, Behind the Billions.

His new book, Founder's Office, is a collection of 150 frameworks to help founders take better decisions, and is a bestseller within 24 hours of its release.

You can watch his 1000+ videos on the Instagram handle casarthakahuja.



CONSULTING WORKSHOP

MR. ANURAG GARG

*Head of Strategy-India,
Thales*

Anurag is the Head of Strategy – India, Thales. In this role, he is responsible for contributing to Thales' growth ambition in India through the definition and execution of a market and customer-driven strategy, fueling actionable and impactful strategic and marketing plans in support of local business objectives.

Prior to this appointment, Anurag served as the Director of Strategy Consulting at PwC and Strategy& (formerly Booz & Company), where he was responsible for driving growth strategy, M&A / due-diligence, digital-led business transformation for aerospace & defence, industrial products, retail & consumer, and technology sectors. He has been a trusted advisor to CEOs and promoters of Indian and global companies based in the US, UK, and EU.

Prior to joining PwC in 2010, Anurag worked for Diamond Management & Technology Consultants, a US-based consulting firm, and with ITC Ltd., one of India's largest diversified conglomerates. Anurag has a strong understanding of the Indian business context and opportunities across sectors, and the role India can play in the global context.

Anurag has done engineering from the Indian Institute of Technology (IIT Delhi, India) and a Master of Business Administration from the Indian School of Business (ISB Hyderabad, India). He has authored multiple articles and thought leadership papers related to the aerospace and defence sectors, which have been published in online and print media.



PRODUCT WORKSHOP

MR. SANDEEP BALANI

*Vice President JioAds,
TEDx Speaker*

Sandeep Balani is currently VP for supply partnerships at JioAds. He leads supply across industries like E-commerce, OTT, News, Gaming and Ad-tech.

In his previous role he was Head of India for Outbrain, where he is responsible for advancing the market penetration of the entire range of Outbrain's product portfolio, managing both the Publisher and Advertiser sides of the business.

He has launched 2 Adtech platforms Zemanta and Outbrain into the Indian market.

A seasoned digital leader in the publishing and media industry, Balani has more than 21 years' experience as a senior leader, having previously worked at Komli Media for nearly five years. He has been with Outbrain for over six years.



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HR LEADERSHIP DIALOGUE

HOW DO YOU CONNECT, ELEVATE & GROW IN TODAY'S DAY AND AGE?



MOHAN RAJAMANI

Executive Coach



RITUPARNA G VATS

*Director & Head HR,
91 Mobiles*



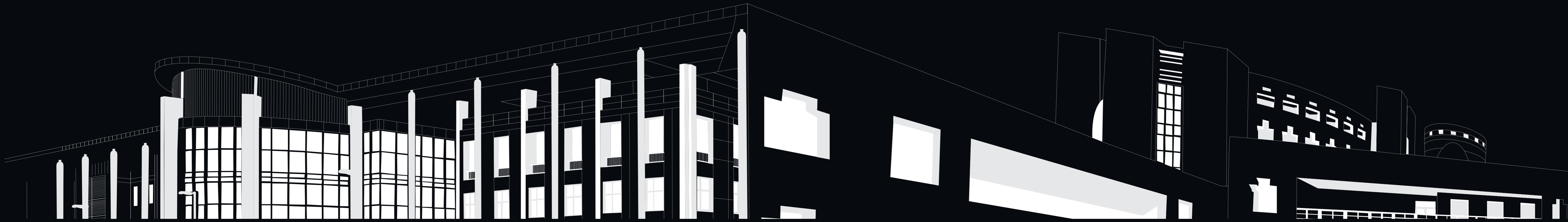
RAJIV BAJAJ

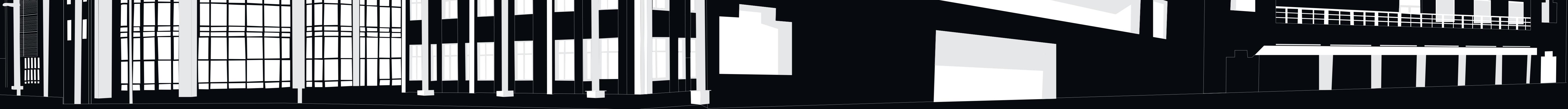
*Consultant | Coach |
Counsellor*



VIKAS GUPTA

*Chairman & Managing
Director of Futurense*





SAVE THE DATE
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📍 The Auditorium @ DLF Cyberpark, Gurugram

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PGP PRO

Post Graduate Programme in Management
for Working Professionals



 **ISB**