



SPEAKERS' PROFILE

Finance

Mr. Ashok Pal Singh

Senior Deputy Director General, Department of Posts



Mr. Ashok Pal Singh is a professional civil servant with over 30 years of work experience and currently leads the Post Bank of India team as a Senior Deputy Director General. He has been the founding Managing Director and Chief Executive Officer of the India Post Payments Bank, Joint Secretary to the Government of India in the Ministry of Finance and Deputy Director General in the Unique Identification Authority of India in charge of the Financial Inclusion and Payment Systems portfolio. Mr. Singh's initiatives range from the design of Aadhaar as the payment address of individuals, to the design of the direct benefit transfer program of the government of India, to the redesign of the Reproductive and Child health program of India. He has also played a pivotal role in the design of the National Pension Scheme (NPS) which moved India from a defined benefit to a defined contribution regime. Mr. Singh was also responsible for the introduction of the National Child Helpline of India.

Mr. Singh obtained a Master's in Public Administration from Maxwell School of Citizenship and Public Affairs, Syracuse University, USA in 2008 and a Masters in History from St. Stephens College, University of Delhi, India in 1982.

Mr. Prashant P Singh

Assistant Director General (Technologies), UIDAI



Prashant P Singh, a graduate in Electronics Engineering from NIT Raipur (1991), finished his Post Graduate in Electronics and Communication from IIT Roorkee (1993) and his MBA in Finance (2009) from Jamnalal Bajaj Institute of Management Studies, Mumbai. Presently he is a Group 'A' Central Services Officer of Indian Telecom Services (ITS) under The Department of Telecommunication, Government of India at the level of JS (Non-functional grade). He is currently on deputation to Unique Identification Authority of India (UIDAI) and working as an Assistant Director General (ADG) in, UIDAI Regional Office, Mumbai, looking after the Aadhaar implementation work in Western Zone comprising of Maharashtra, Gujarat, Goa, UT of Daman & Diu, and Dadra Nagar Haveli. In UIDAI, he has worked extensively in the field of Enrolment and Update, Aadhaar Authentication, Aadhaar Seeding and Direct Benefit Transfers (DBT), Training and roll out of Aadhaar

enabled application. He has more than 15 Years of experience in the field of Telecommunication and has worked in various Sr. management positions in the areas of Telecom Operations, Planning and Enterprise data connectivity and Business development.

Mr. Sanjay Sharda

Head, Rural Distribution, IndusInd Bank



An accomplished Banking professional with a proven acumen for Core Banking & Rural Banking Sector and with over two decades of documented success, Mr. Sanjay Sharda is currently the Head, Rural Distribution, of Indusland Bank.

After completing his MBA in Finance from Clarion University of Pennsylvania, he kick-started his career at the Commercial Bank of Oman and later went on to serve some of the renowned players in the industry such as HFCL, HDFC, Citi, and Kotak Mahindra. He has been associated with the banking industry for more than 24 years. Mr. Sharda has also mastered the skills of leadership as he completed the Advanced Development Program on Leadership Development from the University of Pennsylvania- The Wharton School.

At Indusland, he has served as Senior and Executive Vice President and also the zonal head- North India. He has managed over 150 rural branches out of the 267 branches in North India and has also achieved highest CASA business volume per branch in the entire network.

Mr. Pankaj Arjunwadkar

Director -Strategy and Operations, Deloitte



Mr. Pankaj Arjunwadkar is a Charter Accountant by profession and has also completed his MBA from Symbiosis Centre for Management and Human Resource Development. A visionary professional with 17 years of experience, Mr. Pankaj has been associated with some of the leading firms in consulting such as KPMG, PWC, Accenture Strategy, and Deloitte. A charismatic leader with wisdom substantiating his every action, and acknowledged for his perseverance and meticulous leadership, he has grown up the rungs of the corporate hierarchical structure, as he currently serves as the Director, Strategy, Operations, RPA and Cognitive, at Deloitte.

Apart from corporate responsibilities, Mr. Arjunwadkar also finds his passion in teaching, and has been a visiting faculty to many of the IIMs and other top notch institutes such as SP Jain and SCMHRD.

Dr. Vipul Mathur

Faculty of Economics, IIM Calcutta



Dr. Vipul Mathur is a faculty of economics at the Indian Institute of Management, Calcutta. His interests are in the domain of macroeconomic theory and policy, monetary economics and financial markets. Through his research he has attempted to investigate the impact of financial & banking sector access on monetary policy transmission. Prior to joining academia, he extensively worked in financial markets, specifically with the fixed income and currency trading desks. He holds a doctorate in economics from the Indian Institute of Management, Bangalore, and a bachelor's degree in engineering from the Indian Institute of Technology Delhi.

Marketing

Mr. Sandeep Balan

Head – Digital Marketing, United Breweries Limited



Leading the digital practice at United Breweries Ltd., Mr. Sandeep believes in all things digital. Over a decade of experience in Digital Marketing, Mr. Sandeep started his career with Idea Cellular Ltd. In 2007. He was instrumental in setting up Idea Cellular's digital vertical and establishing its strong brand presence on digital. During his stint there, Idea won the 'Digital Brand of the Year' at Campaign India Digital Marketing Awards 2010 for its outstanding digital campaigns. In 2011 he headed to Star India Pvt. Ltd., and led digital strategy as part of the team that launched 'Life OK', a Hindi GEC.

Sandeep has been a part of multiple award winning digital campaigns over the last decade. Recipient of the prestigious Aditya Birla Chairman's Award 2010 in 'Young Achiever' category, CMO Asia Star Youth Achievers Award 2014 from Global Youth Marketing Forum for the work in youth segment in Asia. He was the youngest of the

lot to be featured among 8 futuristic brand heads of India by a leading social media blog and also featured in the #Digi100 list of top 100 Digital Marketers earlier this year.

Dr. Kushal Sanghvi

Vice Chairman India and APAC – I-com Global



Kushal Sanghvi

Dr. Kushal Sanghvi is every bit the Media Evangelist. A penchant for advertising, media and communications drove him to this industry where he has thrived since the last 22 years. At his capacity as Managing Director, South Asia at he founded Havas Digital in India and went ahead to have teams across the region. He also led the company for its social media across a global committee that was headquartered at Paris. He has essayed roles in Print, Television, OOH, Content and the invention of interactive television in India for the pioneering show 'Indian Idol' for Sony Television.

He has worked with over 400 brands in his career till now. In his role at Reliance ADA Group, he led all digital transformation across Reliance group companies, working closely with the CXOs' and incorporated a digital marketing services company for the Group.

An MBA from NMIMS, Dr. Kushal is a regular speaker at various media and marketing events and platforms such as FICCI, IAMA, Ad Club, Afaqs, E4M,TFMA, NASSCOM, MIPCOM, Campaign, Adobe, ICOM Global, CII to name a few. Recently in 2014 he was one of the only 2 Indians to speak at Websummit, Ireland, the largest digital marketing festivals in the world attracting over 70,000 people. He has also spoken regularly at the largest mobile marketing platform, World Mobile Congress at Barcelona in 2014, 2015, and 2016 addressing more than 1,00,000 people, and being one of the few Indians to speak there.

Mr. Sourav Shah

Head - Digital Marketing and CRM at Jubilant FoodWorks Ltd



After completing his MBA in Marketing and Finance from International Management Institute, New Delhi and gaining additional knowledge in the field of digital marketing from NIIT Imperia, Mr. Sourav Shah joined Bajaj Allianz in 2005 as a Brand Manager. He later switched to Birla Sun Life and then to HSBC as a Manager – Digital Marketing. Later on he went on to drive the Ecommerce channel for AEGON Religare Life Insurance. There he worked on paid/organic search marketing, media planning and buying, social media marketing, online reputation management, content management and analytics. In 2015, he joined Mahindra Finance as the Head- Digital Marketing. Currently, Mr. Shah works as the

Head- Digital Marketing and CRM at Domino's Pizza India, Jubilant FoodWorks. Here, he develops digital strategies to drive higher wallet share for Dominos India in the QSR segment, drives digital traffic and revenue growth and manages UI/UX for digital properties. He was awarded as the E-business leader consecutively for three years at AEGON Religare. He was also recognized as India's Greatest CMO by Asia One and URS Media.

Mr. Sameer Seth

Director, Marketing – India, Dolby Laboratories



With education from prestigious colleges such as XLRI, International Management Institute and University of Delhi, Mr. Sameer Seth currently is the Director, Marketing at Dolby Laboratories. Previously he has worked as Head News 18 World and Business Planning for Network18 Media and Investments Limited. He has also worked with organizations such as Dish TV, STAR India etc.

A media professional with over 14 years of diverse experience in P&L Management, Business Planning, Revenue & Content Strategy, Brand Management, Marketing Communications and Sales, he has handled brand launches (including a category launch) & brand repositioning mandates across some of India's largest Media Corporations and Consumer Durable Category. His strengths include innovation, disruptive marketing leading to delivery of high impact marketing campaigns, operational management & creating non-conventional revenue opportunities.

Mr. Utsav Rawat

Head of Marketing, Novartis



Currently serving as Head of Marketing, Novartis, Mr. Utsav has an extensive experience of more than 14 years in various multinational pharmaceutical & medical device organizations like Abbott, GlaxoSmithKline, Sanofi-Aventis, and BD. Being a cross-functional leader, Utsav has assumed country, regional & global roles in public & private markets where he proved his mettle in various domains like new product development, strategic marketing, advocacy, key account management, portfolio strategy, and brand management.

An MBA from ITM Mumbai, Utsav is known for his thorough understanding of healthcare industry in Low and Middle-Income Countries (LMIC's) and Emerging Markets (EM's).

Mr. Amit Tiwari

Vice President Marketing at Havells India Ltd



Amit is a Marketing professional with a solid 16+ years of experience working with some of the most incredibly talented teams. Graduating from institutes such as ISB Hyderabad, Wharton School and Kellogg School of Management, he went on to work for organizations such as Lintas Group and Group M before joining Phillips India. At Philips, Mr. Tiwari led the development of brand architecture, for both B2C and B2B marketing.

He is currently serving as Vice President – Marketing for Havells India Ltd, entrusted with the responsibility to establish a strong brand identity for all of the 4 power brands– Havells, Lloyd, Crabtree, and Standard–by implementing long-term brand strategies in both B2C and B2B segments.

Mr. Amit Tiwari has been regularly acknowledged and awarded for strong leadership; some of the top industry awards that he received include CANNES Awards, OOH Awards, Brand Leadership Award, Best Business Partner Corporate, Global Youth Marketing Awards, and many others.
