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 XLR and IT, 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 IMI. Holds an Engineering Degree from REG Tricky. 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.

Ravi Varghese
He 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.

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 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.  

10:00 A.M  
Leadership Panel – Nurturing Software Product Management – Enabling Careers of Success Somnath Baishya, Abdul Jaleel, Someshubho (Som) Pal Choudhury, Sudeep Rathan

10:45 A.M.  
Tea / Coffee Break

11:00 A.M.  
Leadership Panel – Global Best Practices and India’s Leadership in Software Products Prof Rishikesha 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 Mangioudi

* 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 ISPIMA global chapter. He is a globally renowned thought leader and a distinguished author including books like "Microsoft Secrets".

- **Prof. Rahul Dé**  
  Prof. Rahul is a Professor of Information Systems at IIMB. He has published two books and over 50 articles in international journals. He is a doctorate from JMI 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 IIM. He is a fellow from IIM Bangalore.

- **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 ISPIA e.v.

- **Haragopal Mangioudi**  
  Haragopal is the board member of ISPMA. Creator 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. Quenther 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.

- **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 panelists in the event.