

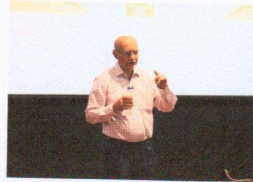
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## 149.Seminar by Mr. Ashok Soota

**Title of the Event:** Mr. Ashok Soota, Co-Founder Happiest Minds Technologies: Opportunities & Strategies for a Digital Era

**Date:** 5<sup>th</sup> May 2017

**Photos:**



**Details of the Program/Report:**

Mr. Ashok is a leader of industry. Prior to founding Happiest Minds in August 2011, Ashok led the growth of Wipro's IT business from US\$ 2 million to US\$ 500 million run-rate. Subsequently, he was founding Chairman & MD of Mindtree and led it through a very successful IPO. His second entrepreneurial venture, Happiest Minds has already established several benchmarks in the IT Services industry in India and is on course to achieve its goal of being the fastest to achieve US\$ 100 million revenue. He was President of Confederation of Indian Industry (CII), India's largest industry association and also President of Manufacturers' Association of Information Technology. He has served on the Prime Minister's Task Force for IT and on the Advisory Council for the World Intellectual Property Organization, Geneva. For his contributions to India's IT industry, he has been recognized twice as IT Man of the Year, also as Electronics Man of the Year, and recognized at Infocom 2013, Kolkata, as one of the 12 Gems who helped to build Indian IT Industry. The companies he has led have created about 25,000 jobs during his leadership tenure.

He spoke about how the Digital Era has brought about a revolution in how businesses look at marketing the digital way. He spoke about how the digital era has opened previously unexplored avenues of opportunities and he also shed light on the strategies of digital marketing in order to make the best use of it. He shared tips on hot and trending topics such as Data Democratization, chat-bots redefining BFSI engagement, and Data Analytics.

**No. of Participants :** Attended by about 450 students, start-ups and academicians

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