

SHASHI S. VEMPATI



A Technocrat, Innovator and Commentator, Shashi currently serves as the Chief Executive Officer of Prasar Bharati - India's Public Broadcaster. He also recently authored a policy paper on "India and the Artificial Intelligence Revolution". Formerly as CEO of Niti Digital, a Digital Media and Digital Campaigns startup, Shashi played a pivotal role in Mission 272+ during the 2014 Indian elections. An alumnus of the Indian Institute of Technology (IIT), Bombay, Shashi combines over two decades of experience as a Technocrat having previously worked at Infosys Technologies in various leadership roles. He holds software design patents in the area of real time event management in sensor networks. A four time winner of Infosys Annual Awards of Excellence for Innovation and IP Creation, Shashi also received the Dataquest Pathbreaker Award 2014 on behalf of Prime Minister Narendra Modi's Digital Campaign for the 2014 Indian elections. A regular speaker at Technology Conferences, Shashi has spoken over the decades on Social Media in Digital Campaigning, Digital Ecosystems, RFID and Wireless Sensor based Applications and also on the Impact of Mobility and Wireless on Modern Enterprises.

As a Member of the Board of India's Public Broadcaster, Shashi served on various committees providing strategic direction to Prasar Bharati. Leveraging his rich experience in the Digital Media space, Shashi was driving a Board level initiative to create a Digital Prasar Bharati. As Chairman of the Audit Committee, he was working towards a transparent and accountable Prasar Bharati. He also has provided strategic direction to the various committees on Sports, Finance and Technology at Prasar Bharati.

As the CEO of Niti Digital, Shashi was responsible for the News Media Platform NitiCentral.com - India's first Center Right Digital News Media Platform, the Data and

Analytics Platform IndiaVotes.com - India's largest public database of electoral data and the Digital Campaign Platform India272.com which played a pivotal role for Mr. Narendra Modi's Mission 272+ during the 2014 Indian General Elections. Shashi also received the Dataquest Pathbreaker Award for Innovation 2014 on behalf of Prime Minister Narendra Modi's Digital Campaign for the 2014 elections in recognition of the several digital innovations that were used to effectively engage with citizens and volunteers across India. As a speaker several conferences on the innovations in digital campaigning between 2014 and 2015 he addressed the Chief Customer Officer Forum and the Big Data in Governance seminar. He also addressed the IAS Middle Level Career cohort in 2015 at the LBSNAA on use of Social Media in Policy Making.

As a Digital Strategist and Innovator for Infosys Shashi played various Leadership roles in incubating many cutting edge technology based Digital Innovations working globally with Fortune 500 clients across diverse Industries from Retail/CPG to Mobile, Digital Services and Energy/Utilities. He led a team focused on Digital Innovations at the Edge of the Enterprise with a specific charter on productizing Intellectual Property and most notably conceived and incubated the Infosys Digital Innovation - ShoppingTrip360. He was also part of the team that incubated OnMobile Inc a Mobile Applications Platform startup. During the more than a decade and half tenure at Infosys, he was the recipient of several Infosys Annual Awards of Excellence in the area of Innovation with patents in the field of software design for RFID and wireless sensors. His Patents include:

1. Real time business event monitoring, tracking, and execution architecture.
2. System and method for monitoring and management of inventory of products and assets in real time.

A columnist and commentator Shashi recently authored a comprehensive paper on why India needs to wake up to the Artificial Intelligence Revolution apart from columns on a Digital National Security Architecture for India, a Vision for the future of Next Generation Broadcasting in India and on the need for India to create Global Media Platform.