



# Srinivas Pingali

## Growth Advisor

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### **Experience & Specialities:**

Srinivas Pingali has close to 30 years of varied experience in product development and innovation, sales and marketing, market research and business operations in multinationals and entrepreneurial companies. He has never held a role that existed before he created it.

Srinivas is currently a Professor of Practice at the Indian Institute of Management, Udaipur, India. His areas of expertise include Strategy, Digital Transformation and Innovation. Srinivas is a member of the founding cohort of the Executive Fellow Program in Management (EFPM), a Doctor of Business Administration equivalent program, at the Indian School of Business.

In his previous role, Srinivas was a member of the founding team of Quattro Global Services, a leading business process management company headquartered in Atlanta. Srinivas was a part of Quattro's executive team, and his primary focus was sales and marketing, strategy, product development, and alliances. Srinivas has been acknowledged by the BPO industry for his role in service productisation at multiple forums. Before this, Srinivas in Accenture was a part of the Senior Executive Cadre. Srinivas was a key member of the management team that built Accenture's BPO capabilities in India.

Prior to joining Accenture, Srinivas was a member of the founding team of Spectramind, led by BPO industry pioneer Raman Roy. He was a key member of the business development and client relationships team and worked on a number of client engagements in the e-commerce, high-tech and financial services verticals. Moreover, Srinivas spent close to a decade in various marketing and market research roles in ITC, NFO and the Tata Group. Srinivas is also a regular speaker on platform-based services, innovation and SME strategies.

### **Education & Certifications:**

Srinivas is a Chemical Engineer for Osmania University, College of Technology, India and holds an MBA degree in Marketing from the University of Illinois at Champaign-Urbana. He has recently graduated from the EFPM (Doctoral equivalent) program at the Indian School of Business, Hyderabad.