



Annual Emerging Markets Conference 2019

Digital Transformation and Innovation in the Emerging Markets

Thursday, June 13th, 2019
9am – 5pm
INSEAD Asia Campus, Singapore



Speaker Biographies



His Excellency Jawed Ashraf
High Commissioner of India to Singapore

Mr. Jawed Ashraf joined as High Commissioner of India to the Republic of Singapore in November 2016.

A career diplomat, High Commissioner Ashraf joined the Indian Foreign Service in 1991. He served in Frankfurt and Berlin from 1993 to 1999. He worked in the Americas Division of Ministry of External Affairs in New Delhi from 1999 to 2004. He completed a three-year tenure as Counsellor at the Embassy in Kathmandu in 2007. From 2007 to 2010, he served as Counsellor and Minister for Political Affairs in Washington DC and then headed the Americas Division in the Ministry of External Affairs in New Delhi from 2010 to 2012.

High Commissioner Ashraf served as Joint Secretary in the Prime Minister's Office under former Prime Minister Dr. Manmohan Singh and then Prime Minister Shri Narendra Modi. His portfolio included External Affairs, Defence, National Security Council, Atomic Energy and Space. He returned to Ministry of External Affairs in January 2016 and was Joint Secretary (Special Projects) until his appointment in Singapore.

High Commissioner Ashraf studied Economics at St. Stephen's College, New Delhi and Management at Master's level at the Indian Institute of Management, Ahmedabad.

He recently published a coffee table book of his photographs, “A Day in the Life of Kathmandu”, dedicated to the victims of the Nepal earthquake of April 2015. Outdoor interests include tennis and trekking in Himalaya.

He is married to Dr. Ghazala Shahabuddin, an ecologist and conservation biologist.



Antonio Fatás

Professor of Economics, INSEAD

Antonio Fatás is the Portuguese Council Chaired Professor of Economics at INSEAD, a Senior Policy Scholar at the Center for Business and Public Policy at the McDonough School of Business (Georgetown University, Washington DC), a Research Fellow at the CEPR (London) and a Senior Fellow at ABFER (Singapore). He was the Dean of the MBA programme at INSEAD from September 2004 to August 2008.

He received a Masters and Ph.D. in Economics from Harvard University. He has worked as an external consultant for the International Monetary Fund, the World Bank, the Board of Governors of the US Federal Reserve, the OECD, and the UK government. His research interests covers areas such as the role of macroeconomic policies, the drivers of economic growth and the effects of new technologies in the financial sector



Pierre Robinet

Senior Consulting Partner, Ogilvy Consulting; Founder, Live With AI

Pierre is a senior consultant with extensive experience in conceiving, structuring and selling marketing, digital and business transformation strategies, breaking the rules of traditional marketing and catalyzing innovation-led and data-driven mindsets for his clients.

Pierre has supported global brands, including AXA, MSD, SANOFI, NESCAFE, GARNIER for more than 15 years in their business transformation at global level acting as an innovation catalyst, running innovative lean start up strategies and agile working processes. Passionate with entrepreneurship, open-innovation and new technology, he co-founded in July 2016 the **Viva Technology** conference gathering in Paris 5000 start-up and tech leaders from the world. Pierre joined **Ogilvy Consulting** (www.ogilvyconsulting.com) in 2016 as Senior Partner. He leads both **the Innovation and the Health & Wellness practice for the APAC region.**

Pierre founded in 2016 the **FrenchTech Singapore** community gathering French entrepreneurs, technology leaders & innovation players from Singapore. He is also the **founder of the LIVE WITH AI (LWAI)** non profit organization, Singapore-based, gathering 100 thought leaders, start-up owners, academics, from France & Singapore, leading working groups and research on the positive impacts of Artificial Intelligence (AI) to our society

(www.livewithai.org). The LWAI foundation is the first bridge between France & Singapore on AI working on applied recommendations to better live with AI.



Celine Le Cottonnec
Chief Data Officer, AXA Singapore

Celine Le Cottonnec is Chief Data Officer of AXA Insurance Singapore, overseeing the transformation of the organization into a data-driven company. Prior to AXA, she was Head of China connected services, digital marketing & mobility at car manufacturer, PSA Peugeot Citroen China where she lived for the past 12 years. She is currently leading within AXA Insurance Singapore Data Science, Platform Architecture, Data Management and Business Intelligence as well as open innovation. Setting up partnerships with startups, fintech, labs and major tech companies to develop innovative insurance products and services.



Colin Priest
Senior Director of Product Marketing, DataRobot

Colin Priest is the Senior Director of Product Marketing for DataRobot, where he advises businesses on how to build business cases and successfully manage data science projects. Colin has held a number of CEO and general management roles where he has championed data science initiatives in financial services, healthcare, security, oil and gas, government and marketing. Colin is a firm believer in data-based decision making and applying automation to improve customer experience. He is passionate about the science of healthcare and does pro bono work to support cancer research.



Daryl Arnold
Founder, Ocean Protocol

An entrepreneur experienced in data, marketing, technology and sustainability. Building businesses from the ground-up, achieving hundred million dollars plus of sales from Asia, Europe and America.

Following exits in digital media, time is now focused on civic innovation, open data, internet of things and active ageing.

Lived and worked in the major world cities including Beijing, London, New York, Shanghai and Tokyo, and now based in Singapore. Outside of business tries to spend as much time as possible with family and a keen snowboarder and competitive squash player.



Joseph Alfred
Head of Policy, ACCA Singapore

Joseph Alfred is the Head of Policy at ACCA (Association of Chartered Certified Accountants) Singapore. In this role, he is responsible for the formulation of policies, development and implementation of Professional Insights initiatives to drive ACCA's public value mission and brand objectives; and ensure ACCA members, regulators and other stakeholders are updated on ACCA's global technical policies. He works closely with stakeholders and organisations to identify opportunities where ACCA can contribute to the agenda in relation to accounting and business in Singapore, as well as ASEAN. He is a Fellow of ACCA, Fellow Chartered Accountant of Singapore; and holds an MBA from the University of Strathclyde.



Paul Voutier
Director of Knowledge and Innovation, Grow Asia

Paul is Director, Knowledge and Innovation at Grow Asia, a multi-stakeholder partnership platform that catalyzes action on inclusive agricultural development in South East Asia. Grow Asia was established by the World Economic Forum in collaboration with the ASEAN Secretariat.

Paul is building a community of practice that brings together business, government and NGOs leaders who share a commitment to using new innovations to make smallholder value chains more productive and sustainable. He delivers webinars, open innovation events, reports, presentations and networking events. Digitization is a core element of the program, as it will impact every aspect of farming – from advanced technology that can grow more resilient crops, to mobile financing solutions that can help smallholder farmers access credit.

He has significant experience building smallholder supply chains in the cocoa, citrus, cassava and rubber industries. Before joining Grow Asia, he worked with agribusinesses including Mondelez International, Olam, Syngenta, Heineken and Ironbark Citrus.



Vinika D. Rao
Executive Director, INSEAD EMI

Vinika Devasar Rao is the Executive Director of the INSEAD Emerging Markets Institute. After completing her MBA from IIM, Bangalore, Vinika started her career with a multinational bank in India, went on to become General Manager of an American Asian JV in the field of industrial chemicals and later became the Managing Director of an Indonesian conglomerate. She co-founded a boutique advisory firm in Singapore before making a serendipitous transition to education. She taught business strategy to MBAs & Executives, headed INSEAD's career development

center in Asia, and then moved to develop the INSEAD Emerging Markets Institute. Prior to joining INSEAD, she was Associate Professor of Strategy at the S.P. Jain Center of Management, Singapore.

Vinika's research interests are gender parity in corporate leadership, millennials and inter-generational influences on the workplace, and emerging markets strategy. She is passionate about supporting women managers to make the most fulfilling work-life decisions. She is frequently invited to speak on these areas and has been quoted / published articles in leading business publications including Forbes; Economist; Business Times; South China Morning Post and INSEAD Knowledge. She speaks 5 languages and her interests include writing, Reiki healing, and career counseling. She is a founding member of 'INSEAD Cares', which works to improve the educational environment of vulnerable children.

You can follow Vinika on Twitter at @VinikaDRao or connect with her on Linked in at <https://www.linkedin.com/in/vinikarao/>



Maya Hari

Vice President and Managing Director of Asia Pacific, Twitter

Maya is responsible for building Twitter's business across Asia Pacific and for exploring commercial opportunities for Twitter in the region. Prior to this role, Maya was Twitter's Managing Director of Asia Pacific, and previously Managing Director of India and Southeast Asia, as well as Senior Director, Product Sales & Strategy, Asia Pacific, Middle East and Emerging Markets.

Prior to joining Twitter in 2014, Maya spent over 15 years in the digital media, mobile and eCommerce industries across the US and in Asia Pacific for brands such as Samsung, Google, Microsoft and Cisco. She was also responsible for launching and bringing Internet and mobile offerings to top tier publications such as Vogue, GQ and Condé Nast Traveller in Asia.

Maya holds an MBA from INSEAD and an MS in Engineering from Utah State University.

Maya can be found on @maya_hari



Gabriel Rozman

Distinguished Executive Fellow, INSEAD EMI; Investor and Consultant to Senior Management

Gabriel is co-founder and director at Tokai Consulting and Tokai Ventures, an important and active angel investment group and venture capital based in Uruguay, investing mainly in Latam. Additionally, he provides boutique consulting services as well to major clients in the region.

He is serving as a board member in Zonamerica – Business and Technology Park in Uruguay/Colombia/China, as well as several others in the areas of retail, technology, software development and BPO.

Additionally, he serves on NGO Boards such as Harvard Advisory Board for Latam, Ronald Mc Donald House, Fulbright and Reaching U. He is President of President of Uruguay-China Chamber of Commerce since 2015. He is also a member of the Latam Advisory Board of Wilson Center in Washington D.C. and he is currently serving as a Distinguished Executive Fellow within the INSEAD, The Global MBA School.

In 2001 Gabriel joined Tata Consultancy Services for 13 years. In his career, he became Executive Vice President for TCS' Global Delivery Network, a post created to support one of the organization's main strategies. From 2007-2010, Mr. Rozman served as TCS EVP for Emerging Markets, where he was in charge of the company's operations in Latin America, the Mediterranean region, Middle East, Africa, Russia and Eastern Europe. He was also a member of several overseas Tata Consultancy Boards.

In 2000/2001 he served as the CEO at a major software firm in Mexico.

From 1970 he served as the International Consulting Director and as a Regional Partner at Ernst & Young, culminating his tenure as the Director of Global Strategic Ventures & Acquisitions.

He was member of the Board of Directors of Endeavor in Uruguay and Chairman of the organization for six years. He also served on the Global Board of Accion in Boston, USA, a leading microfinance NGO.

Mr. Rozman has many years of experience in the consulting and IT industry. He has served as a consultant in several international companies in Uruguay, Colombia and Argentina.

Some of his recent investments are in technological startups, musical instruments and consumer products.

He is also proficient in several languages and a frequent public speaker at many international forums and Universities. Gabriel is considered a key regional expert on the business sector in Latin America.

Gabriel has a BS in Business and Economics from the California State University and a Master of Business Administration from the University of California, Los Angeles.

It is also worth to mention that Gabriel is the founder and president of Seniors, an NGO created to encourage people over 50 years old to become entrepreneurs (have created over 60 companies).



Kishore Parthasarathy

Head of Marketing Science, South East Asia, Facebook

Kishore currently works as Head of marketing science for South East Asia at Facebook. He has over 15 years of work experience in Data science, Digital marketing and computer science engineering. He has consulted with brand, direct response advertisers and agencies across various industries in the areas of CRM, branding, consumer connect, strategy, research, predictive modeling and advanced analytics. He has an MBA in marketing along with an engineering degree in computer science.



Sameer Hasija

Associate Professor of Technology and Operations Management, INSEAD

Sameer Hasija is an Associate Professor of Technology and Operations Management at INSEAD. He earned his PhD in Operations Management and MS in Management Science Methods from the Simon School of Business at the University of Rochester and his BTech from the Indian Institute of Technology Madras.

Sameer’s teaching focusses on using a process lens to understand new levers of innovation. Using a systematic analysis of processes within and across firm boundaries, he emphasises the role of process-based innovation in creating new business models and/or fresh competitive positioning for existing business models. Sameer conducts workshops for executives on understanding the latest developments in technology and their role in radically disrupting and/or transforming businesses.

Sameer’s current research uses an economics lens to understand the design and management of technology, knowledge, and information intensive service systems.



Ashvin Subramanyam

Vice President Marketing and Innovation, Dole Packaged Foods Asia

Ashvin Subramanyam is a 25 year marketing and general management food-industry veteran with in-country, regional and global roles. He has lived and worked in India, China, Taiwan, the US, Indonesia & Singapore. Mr. Subramanyam’s global & regional roles have also given him exposure to the markets of Latin America, the EU, Eastern Europe and the Middle East, besides Asia-Pacific. Mr. Subramanyam is presently Vice President for Marketing and Innovation for Dole Packaged Foods Asia where his role entails driving marketing & product innovation-led business growth for Dole Packaged Foods across the Asia Pacific region. Prior to Dole, Mr. Subramanyam had roles at Mondelēz, Kraft & Danone, among others.



Dominique Lecossois

Distinguished Executive Fellow, INSEAD EMI

Dominique Lecossois has over 30 years of retail experience in Asia and emerging Markets. He was Executive Vice-President for Carrefour Asia creating from scratch its business in Taiwan, China, Malaysia, Singapore, Thailand, Korea and Indonesia at a time when the hypermarket retail format was introduced in emerging markets, and was instrumental in driving Carrefour's success in Asia. He subsequently went on to EVP roles at Tesco Taiwan and C.E.O Casino Taiwan and Thailand. A Sinologist, Dominique Lecossois is an expert in China and South East Asia's retail, economy and modern history, and continues to consult for leading European and Asian retail groups, Investment Management Organizations, Private Equity Firms on due diligence and M&A.

He holds a M.A. from Sorbonne University in International Relations, and graduated in Chinese Studies from the prestigious School of East Asian Studies in Paris.



Jyoti Jain

Ph.D., APAC Lead, Global Consumer and Business Intelligence, Johnson and Johnson

Jyoti heads the APAC Consumer and Business Intelligence function for Johnson and Johnson consumer in Asia. In this role she is responsible for the diverse and growing region composed of 13 markets and 6 Franchises/Categories across a region that is roughly \$20b in size. Working on E2E business for portfolio prioritization, investment measurement and optimizations. With a focus on consumer, customer, and competition, Jyoti and her team drives focus on the areas of innovation, trade promotions, and marketing investments. In addition to the large offline business, the team is in-charge of ecommerce data and analytics, data governance and strategy. With the business model transforming itself Jyoti and her team continuously partner with internal and external teams for innovative and faster ways of analyzing existing and emerging datasets. Jyoti holds a doctorate in Educational-Psychology from the USA, where she taught at the university, and created a start-up before joining the corporate world. Jyoti has worked at global companies such as IRI, Pepsico, Kraft, Mondelez, and J&J. Jyoti is based in Singapore with her husband and son.



Vinay Dixit

Vice President – Electrolux Asia Pacific, Middle East & Africa; Head – Electrolux India

Vinay Dixit is Vice President - Food Preparation & Dish Care, Electrolux Asia Pacific, Middle East & Africa, with additional responsibility as Country Head of Electrolux India. In his roles, he is responsible for P&L of Cooking and Dishwasher product lines for Electrolux. His responsibilities involve developing strategy, customer and consumer initiatives to drive sell-out, manufacturing and supply chain footprint and marketing strategy for development of these product lines. He leads the strategy, portfolio and marketing for AEG, Electrolux, Westinghouse, Zanussi, Chef, Beefeater, White-Westinghouse, Dishlex & Beefeater brands for Cooking & Dishwashing categories. He is also responsible to P&L of Electrolux India and development of a sustainable profitable growth strategy for the market.

Mr. Dixit's previous role in Electrolux was Vice President – Strategy, which involved developing and supporting in the execution of growth strategies for Electrolux in Asia Pacific markets. These include both organic as well as M&A initiatives and he led the acquisition of Vintec and Beefeater in Australia and the formation of JV between Electrolux and Midea for marketing AEG brand in China.

Prior to Electrolux, Mr. Dixit was Senior Director of Asia Consumer Center at McKinsey & Company in Shanghai and Singapore. He joined McKinsey's Shanghai office in 2008 to launch McKinsey Insights China and was a core member of McKinsey's Marketing & Sales and Consumer & Shopper Insights Practices. His focus areas included emerging Asian economies and consumers. His previous experiences include General Motors, Hindustan Unilever Ltd. and Maruti Suzuki India Limited in Sales, Marketing & Business Development roles.

Mr. Dixit is a regular speaker at various industry forums and has several publications to his credit including "Understanding China's Growing Love for Luxury", "One country, many markets: Targeting the Chinese consumer with *McKinsey ClusterMap*", and "Digital Nation on the Rise: Profiting from China's Internet Revolution".

Mr. Dixit earned his management degree from IIM Ahmedabad majoring in Marketing and holds a Bachelor's degree in Mechanical Engineering from IIT-BHU, Varanasi.



Yolanda Lee

Head of Consumer Partnerships – APAC and Middle East, Deliveroo

Yolanda Lee is an international development researcher-turned-tech leader who is passionate about solving the most challenging problems in emerging markets. She believes in technology as a force for good with the ability to drive meaningful change in the face of adversity.

After completing a research project in Kenya in 2013, Yolanda continued her career in the budding African startup space leading new market expansion for high-growth companies such as Uber and Rocket Internet across countries like Ghana, Nigeria, Kenya and South Africa. Currently based in Singapore as Deliveroo's Head of Partnerships for APAC and the Middle East, Yolanda is responsible for a team that works cross-functionally with third-party companies to drive Deliveroo's strategic priorities.



Paddy Padmanabhan

The Unilever Chaired Professor of Marketing; Academic Director, INSEAD EMI

Prior to joining INSEAD, Professor Padmanabhan was the John K. and Ellen A. Wallace Distinguished Professor of Marketing at the Olin School of Business, Washington University (1998-2002), and an Associate Professor of Marketing and the Fletcher Jones Faculty Fellow at the Graduate School of Business, Stanford University (1990-1998). He has served as a visiting professor at the Kellogg Graduate School of Management, Northwestern University, and INSEAD (Europe campus).

Professor Padmanabhan directs the [Leading Business Transformation in Asia](#), the [Leading Effective Sales Force](#) programme, the [INSEAD Leadership Programme for Senior Executives - India](#), and the [Certificate in Business Acumen](#) programme.

His current research focuses on business opportunities and challenges in the developing economies, economic crises and their implications, pricing and supply chain management. He is among the top 250 most highly-cited scholars in the world in the field of economics and business. His research has received numerous awards including the recognition in the Ten Most Influential Papers of Management Science's First Fifty Years (1954-2004). He has consulted, delivered Executive Education courses, and acted as an expert witness for various companies, ranging from multinationals (e.g., Hewlett Packard, Nokia, Syngenta, Coca-Cola, Lufthansa, Monsanto, Target, Japan Tobacco, Westpac, OCBC, etc.) to start-ups across Asia, North and South Americas, and Europe.