


Hosted by  
WebEngage

10<sup>th</sup> February, 2022

 **gupshup**  
Presents

2<sup>nd</sup> Edition  
**MARTECH** 2022  
LEADERSHIP  
SUMMIT

Curated by  
**KamiKaze**  
with Media

Resilient Leadership  
Prepare Today  
Prevail Tomorrow

Presents

2<sup>nd</sup> Edition

**MARTECH** 2022  
LEADERSHIP  
SUMMIT

NETWORKING LOUNGE

SOCIAL LOUNGE

10 FEBRUARY  
2022



VIRTUAL CONNECT

[www.kamikaze.co.in/martech](http://www.kamikaze.co.in/martech)

Hosted by **WebEngage**

Lobby Agenda Help Desk Conference Hall Exhibition Hall Networking Lounge Social Lounge vCard Logout

EVENT REPORT

# MARTECH LEADERSHIP SUMMIT 2022

## Resilient Leadership: Prepare Today, Prevail Tomorrow

### MarTech Is A Tech Conference For Marketers And Marketing Conference For Technologists

Management, as a discipline, is an integral and essential part of the program. Not every organization is ready for marketing, technology, and management to converge. Our mission is to enable the present and future leaders who recognize the synergies between these disciplines to drive change and demonstrate the power of a united Martech tribe.

### What Can You Expect At MarTech

MarTech is a vendor-agnostic forum for understanding the breadth of marketing technologies and how organizations can effectively integrate them into their marketing strategy and operations.

We create an inspiring, cross-pollinating environment that transcends the traditional boundaries between marketing and technology, and encourages creative collaboration across the organization. MarTech is a conference for the growing community of senior-level hybrid professionals who are both marketing-savvy and tech-savvy: marketing technologists, creative technologists, growth hackers, data scientists, and digital strategists in India.

Together, we'll explore a broad range of important marketing technology issues and ideas while going deep in the content of each presentation.



VIRTUAL NETWORKING LOUNGE



VIRTUAL EXHIBITION AREA



# OPENING LEADERSHIP PANEL

## Proposed Scope of Panel Conversation

- How do you describe the journey of the past year
- through the eyes of the consumer? Any thoughts on how consumer mindset will evolve
- What should be the new strategies to deal with this crisis and rebuild the exceptional customer experience

With digitisation and technology emerging as an integral part of lives and several new users added to the digital population during the pandemic, what are the deeper implications & long-term ramifications of the increasing embrace of the digital

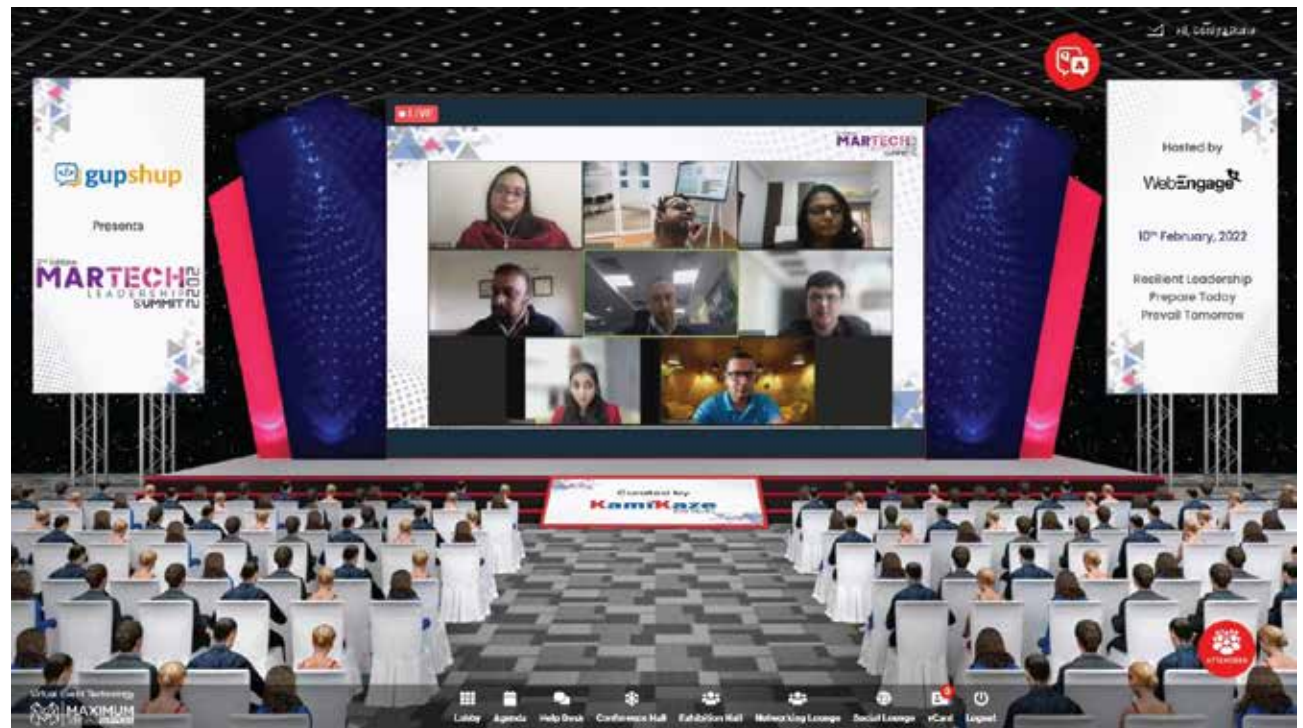
- How to improve the customer journey using digital, data & analytics to mitigate risks and build brand loyalty

The pandemic has been a transformative event that caused significant mindset changes such as frugal living to the utilitarian form of consumption. What is the arc of change going forward?

- How can organisations rethink/redesign experiences by reimagining their products and services for a contactless world?

- What are the biggest learnings of the last year as leaders?

## Martech Leaders Roundtable: Post Covid-19 Customer Experience What Changes; What doesn't?



### SAURABH RAI

Global Head  
Analytics & Strategic  
Initiatives, Tech  
Mahindra Business  
Process Services

### NICOLAS GUIOCHET

Marketing Director  
India,  
Groupe Renault

### UPALI BASU

Practice Head  
Analytics, IndiGo  
(InterGlobe Aviation  
Ltd)

### SANDEEP UPADHYAY

COO, OYO

### DR. ANISH AGARWAL

Director - Data &  
Analytics, India,  
NatWest Group

### SAUMYA RAMANAN

Director  
Engineering, Visa

### VISHAL SHARMA

Head – Marketing,  
Sleepwell Inc.

### SAMYUKTA GANESH IYER

VP & Head  
Marketing, Kaya Ltd.

# INDIVIDUAL TALK

## Make Marketing Automation Conversational



**SRINIVAS B VIJAYARAGHAVAN**  
VP - Marketing, Cupshup

# PANEL DISCUSSION

## Proposed Scope of Panel Conversation

- New World: How the tech titans and their thinking machines will change humanity
- Tech ethics: How tech leaders can imagine, design and advise for an ethical future
- The future enterprise: How leading organizations apply technology to gain insight, empathize with customers and engage employees
- What is coming? - Social, Business and Technology trends. Securing more than just the edge
- Commercialising your data, the new gold - How to unlock value and drive increased performance from data and data-driven assets
- Future contact: Exploring the evolution of interactions - How are the ways in which customers want to communicate with you changing
- The next generation Y & Z growth master: Leveraging big data & humanizing AI technology to bridge the experience gap
- From marketing digitalization to fluid experiences - Why understanding your content's future is the key to success

## 'The Big Move': Tomorrow's World: Where is the Next Disruption Coming From



### MODERATOR:

#### ASHISH J EDWARD

Director - Quality,  
Asia Pacific, CWT

### PANELISTS:

#### VAIBHAV S JOSHI

CDO, Equitas Small  
Finance Bank Ltd.

#### RAHUL G KEDIA

COO, Bombay Shaving  
Company

#### DR. HARSH CHOPRA

Global Marketing Leader,  
Primary Care Ultrasound,  
GE Healthcare

#### TARANJEET KAUR

Head - Media & Digital  
Marketing, Tata Consumer  
Products

#### HARI K SINGH

EVP, Head - Global Operations,  
Strategy (India, Thailand &  
South Africa) & Country Head,  
SRF Ltd.



# PANEL DISCUSSION

## Winning Customers in a World of Bots, AI and Automation

### Proposed Scope of Panel Conversation

- How can digitalization and smart machines help win the hearts and business of your customers
- Strategies in combining digital and human transformation to gain competitive advantage in your CX strategy
- Tech Integrity. How do we maximize the impact of all the available technologies and make them work together for a successful business transformation?
- Marketer + Machine: Hiring and training for the intelligently automated workforce
- AI-powered conversational commerce: Engaging your customers across the entire customer lifecycle
- A new reality - How to engage consumers with augmented and virtual reality
- Automation vs. Augmentation - Embracing what AI applications can do for and with humans in organizations and societies



### MODERATOR:

**SUDIPTA GHOSH**

Partner  
PwC India

### PANELISTS:

**INDRANIL MUKHERJEE**

Customer Experience Leader,  
Lifestyle Consumer Audio, Harman International India Pvt. Ltd.

**DILRAJ SINGH GANDHI**

CDO, TAFE Tractors and Farm Equipment Ltd.

**PRADEEP KHURANA**

CIO & CDO,  
SBI Cards & Payment Services Ltd.

**VINOD G**

Head - Data Science & Analytics, South Indian Bank Ltd.

**ABHIJIT SHAH**

CTO, Nippon India Mutual Fund

**NEELIMA SHARMA**

Principal Solution Architect - Smart Manufacturing, ESL Steel Ltd.

**ASHISH TIWARI**

Chief Marketing & Digital Officer, Future Generali India Life Insurance Co. Ltd.

**MUKESH SHARMA**

CTO  
Paisabazaar.com

# PANEL DISCUSSION

## Proposed Scope of Panel Conversation

- How Data led disruption is driving transformation across big, medium and small-scale organizations
- Personalizing & contextualization customer interactions with enhanced segmented customer journeys
- Developing the blueprint for customer journey optimisation - How effective customer journey mapping can enhance product design, marketing and user experience
- How to look at building your future ready Martech today that is aligned to scale with your growth plans
- Data and artificial intelligence algorithms driven creativity - Fuelling a transformation in marketing
- Evolving business models against the backdrop of disruptive technologies - How will Smart Data and AI shape up in 2020
- Using smart data to drive a true customer 360 experience – Leverage data to unlock lucrative patterns and loyalty opportunities
- How is data driving the actions required for content, tech & creative, to impress today's consumer?

## Building A Future Ready MarTech Strategy For Data Driven Hyper Connected Personalized Experiences



### MODERATOR:

**VANI GARG**  
Founder,  
ConSoul LLP

### PANELISTS:

**Soumonath Chatterjee**  
Director - Digital, Loyalty  
& Customer Experience,  
India & South Asia, Accor

**Punit Banga**  
GM - Customer  
Experience & Analytics,  
Nissan Motor  
Corporation Ltd.

**Bharat Khatri**  
CDO, APAC,  
Omnicom Media  
Group

**Dr. Shailendra Singh**  
Data Science  
Product Head,  
Nokia Networks

**Gaurav Suri**  
Head - Marketing &  
Products,  
UTI Mutual Fund

# PANEL DISCUSSION

## Proposed Scope of Panel Conversation

- How courageous leaders are transforming their entire culture and building powerful brands by activating their employees' gift for storytelling
- Revolutionary approaches that spark rapid culture change and focuses your whole organization on solving customers' problems
- Specific tips, techniques, and tools to leverage employees to connect with customers in ways that no advertisement can
- How trends like manipulated outrage, over targeting, and passive loyalty will help inspire you to rethink your marketing efforts and give you a roadmap to win in the future and embrace disruption
- How to unlock the secret to tapping into the power of your employees to drive deeper engagement and a stronger brand
- Reaching the distracted customer - How to leverage the distracted state to communicate more effectively
- How marketers can overcome the barriers, shift cultures and earn a competitive edge using latest technologies

## Purpose And People Powered - The Brand + Culture + Employee Experience Imperative



### MODERATOR:

#### RAJESH CHOPRA

SVP & Head - Data & Services Centre(s) of Excellence, Mastercard

### PANELISTS:

#### SOUMYA MOHANTY

MD - Clients & Quantitative, Insights Division, Kantar

#### RITU MITTAL

Head - Marketing & Digital, Bayer Consumer Health India

#### ANAND BHATIA

CMO, Fino Payments Bank Ltd.

#### MAHUYA CHATURVEDI

CMO & Online Business Head, Baggit India Pvt. Ltd.

#### GUNNIDHI SINGH SAREEN

Head - Growth & Performance (Marketing - Homes), Reliance Jio



# PANEL DISCUSSION

## Proposed Scope of Panel Conversation

- How do we maximize the impact of all the available technologies and make them work together for a successful business transformation?
- The role of the product management team in marketing technology, and how it can bridge the divide between marketing and technology
- Drive cultural change & harness cutting-edge technologies to put UX at the heart of the organization (user experience & user centered digital CX)
- Personalising & Contextualisation customer interactions with enhanced segmented customer journeys
- Create innovative solutions, drive efficiency & achieve competitive advantage with design thinking
- Marketer + Machine: Hiring and training for the intelligently automated workforce
- How to organize your own marketing technology landscape and develop a 3-5 year roadmap for your organization

## Martech 2022: Succeeding In The Next Decade Of Marketing



### MODERATOR:

**NEELIMA BURRA**  
EVP & Chief  
Commercial Officer,  
The Oberoi Group

### PANELISTS:

**SRINIVAS B  
VIJAYARAGHAVAN**  
VP – Marketing,  
Gupshup

**ANKUR GATTANI**  
VP - Growth & Marketing,  
WebEngage

**SHWETA SINGHAL**  
CMO & Head - Growth,  
Freecharge Payment  
Technologies Pvt. Ltd.

**SAPNA DESAI**  
Head - Marketing &  
Digital Sales,  
ManipalCigna Health  
Insurance Co. Ltd.

**MANISH KUMAR  
SINHA**  
CMO, Sterlite  
Technologies Ltd.

**ANAND NARANG**  
VP - Marketing & Customer  
Experience, Bata India Ltd.

# PANEL DISCUSSION

## Supercharging the Ecosystem for Women in Tech

### Proposed Scope of Panel Conversation

- Brave New World: How India's NextGen are leading in wellness and sustainability
- Building environments for creativity and innovation to thrive
- Women entrepreneurs diaries. Purpose in a Tech-enabled Economy
- Unfiltered: Role of women in shaping a fearless future
- How women have braved Covid: 2x challenge to rebuild more inclusive economies
- Shaping a #BraveNewWorld: Beyond gender lens



### MODERATOR:

**RADHIKA SAIGAL**  
Partner, Ernst & Young

### PANELISTS:

**VIPIN LUTHRA**  
Sr. Director  
Enterprise Solutions &  
India Technology Lead,  
PepsiCo

**AWITA BADONIA**  
IT CSM Lead India,  
APJ & GCHN,  
Nokia India Pvt.  
Ltd.

**MANYA PUNYANI**  
Director, Head  
Digital India,  
Fidelity  
International

**NEETI WAHI**  
Group Chief  
Information &  
Digital Officer,  
Sterlite Power Ltd.

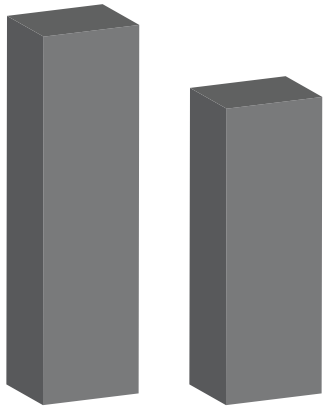
**SHOBHANA LELE**  
CIO, The  
Bombay Dyeing  
& Manufacturing  
Co. Ltd.

**NIRITA BOSE**  
SVP & Head IT, Axis  
Asset Management  
Co. Ltd.

**BINU JOHN**  
Director - Global  
Shared Services  
Centre, Kohler  
Co.

# ATTENDEE BREAKDOWN

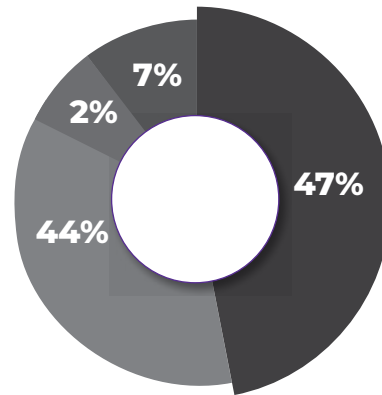
## Attendees



**192**  
GM+

**72**  
GM

## Age Group



**37%**  
25 - 38

**54%**  
38 - 50

**7%**  
51 - 60

**2%**  
> 60

## Favourite Sessions

- 40%** Panel Discussion Session 6 - Martech 2022: Succeeding In The Next Decade Of Marketing
- 32%** Panel Discussion Session 3 : Winning Customers in a World of Bots, AI and Automation
- 28%** Panel Discussion Session 7 : Supercharging the Ecosystem for Women in Tech

## Engagements

TOTAL CHECK IN

**264**

TOTAL CARD EXCH.

**323**



# DELEGATE FEEDBACK

How would you rate the overall experience of a virtual event?

68%

Very Satisfied

31% Satisfied

1% Average

How would you rate the quality of speakers & sessions?

61%

Very Satisfied

39% Satisfied

NIL Average

How would you rate the quality of solution providers & their products/solutions?

89% Very Satisfied

11% Satisfied

NIL Average

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THE CUSTOMER FEST SHOW  
**KamiKaze**

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