



BALLROOM

PROGRAM SCHEDULE

08:30 AM

Registration and Welcome/ Morning Refreshment

9:30 AM - 9:35 AM

Opening Remarks, Overview to World Marketing Congress

9:35 AM - 9:45 AM

Welcome by R Sudharshan, Partner Marketing Lead, **DELL EMC** and Chairman, **World Marketing Congress 2017**

9:45 AM - 10:30 AM

Keynote Address: Christophe Fauconnier, Chief Executive Officer & Founder, **Innate Motion**
Topic: "The dare to care mindset"

10:30 AM - 11:00 AM

Denyse Drummond-Dunn, President & Chief Catalyst, **C3Centricity**
Topic: **What a Customer-First Strategy Means Today: How to Finally Walk the Talk**

11:00 AM - 11:15 AM | NETWORKING TEA BREAK

11:15 AM - 12:00 NOON

MOST INFLUENTIAL MARKETING LEADERS LISTING & MARTECH LISTING

12:00 NOON - 12:30 PM

KP Unnikrishnan, Senior Director & Head of Marketing, Asia Pacific & Japan, **Palo Alto Networks**
Topic: **Growing a start-up in a big old fat market**

12:30 PM - 1:30 PM

James Wycherley, Chief Executive Officer, **Insight Management Academy**
Topic: **How do you make Insight make a difference? A new roadmap for Insight management.**



1:30 PM - 2:30 PM | LUNCH BREAK

2:30 PM - 3:00 PM

PANEL I

Topic: A CMO, CIO, and CMTO Walk into a Bar: Who Orders, Who Drinks, and Who Pays?

Moderator:- Akhil Minocha, Vice President – Sales , Asia Pacific & Japan, **Accelerite – A Persistent Systems Company**

- Raghunath Vijayaraghavan, Director Marketing, **Aspire Systems**
- Kapil Malhotra, Founder & Managing Director, **Total Solutions Group**
- Gauraav Thakar, VP & Head of Marketing, **QualityKiosk Technologies**
- Suma Nair, Director – Global Marketing, **KPIT**
- Christopher Higgins, Business Head, **IdeateLabs**
- Ketan Pandit, Director – Marketing and Brand, **Aureus Analytics**
- Santanu Mukherjee, Sr. Account Manager, **Indus Net Technologies**

3:00 PM - 3:30 PM

Barbara Ximenez, Co-Founder, **Shutta**

Topic:

3:30 PM - 3:45 PM | NETWORKING TEA BREAK

4:00 PM - 5:00 PM

DNA REAL ESTATE AWARDS

7:00 PM ONWARDS

DEWANG MEHTA B-SCHOOL AWARDS