

Sriram Venkataraman **Business and Technology Advisor**



Sriram is currently an independent business and technology advisor. He is focused on supporting Japanese corporations drive innovation by leveraging start-ups. He is an advisor to Nihon Unisys Limited, Unison Capital Inc., Universal Materials Incubator Co. Ltd. and Atonarp Inc. In the past he has also advised, Macnica Fuji Electronics Holdings Inc. and UD Trucks. He is a mentor to a number of startups in Japan and India. He helps them with business models, business development in Japan and partnerships in Japan.

He started career in 1985 as a hardware engineer at ICIM Ltd. (subsidiary of ICL UK and now owned by Fujitsu Ltd.) when analog computers were making way for digital computers. His background in electronics helped him master the basics of hardware and consistent self-learning helped him learn software as well. He was the youngest ever in the company to reach the all India specialist level of expertise in printers, point of sale terminals and mini computers.

He made a transition from technology side to the business side after finishing his MBA in 1991, from the leading management school in India, Indian Institute of Management, Ahmedabad. After his MBA he was involved in creating new business areas at Wipro Infotech Ltd. He was responsible for managing the technical collaboration with the Japanese partner company to build the computer printer business in India. He was part of the core team that set up the first printer factory in India and launched several new products successfully.

His last corporate role was at Infosys Limited. He was Senior Vice President and head of Japan business. He joined Infosys in 1997, with a mission to start and build business in Japan. Based on the success in Japan, he was then mandated to build the business in Asia Pacific region. He was instrumental in starting businesses China, Australia and Singapore. The Asia Pacific business grew from zero revenue to about a USD 1 Bn., in about 15 years.

He learnt Japanese to understand Japanese clients better. His ability to build long term relationships helped him build a very profitable and sustainable business in Japan. He was able to defy the conventional wisdom of becoming a subcontractor to large Japanese companies. Direct business with end clients helped build a high value business for the company.

Over the years, he has kept pace with the rapidly changing Information Technology and has the ability to understand, articulate the relevance of such technologies to business. The capability to have both, a wide range of understanding of trends and depth in select areas have helped him to become a trusted advisor to many companies over the years.

He holds a bachelor's degree in electronics engineering from National Institute of Technology, Suratkal, and has an MBA from Indian Institute of Management, Ahmedabad.

Born in 1964 in India, Sriram speaks 4 Indian languages in addition to English and Japanese.

Additional roles:

- External board member of Kokuyo Camlin, India.
- Vice President and Director of the Indian Commerce and Industry Association, Japan (ICIJ) ICIJ promotes business between India and Japan.
- President and Chartered member of TiE, Japan to mentor and promote entrepreneurship.
- Member of the Expert Group on Foreign Direct Investment in Japan (set up under the auspices of the cabinet office of the government of Japan)

- Guest faculty at the Globis University MBA program and has featured in many guest lectures at various universities in Japan.
- Angel Investor