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LBR LBO  
Brand Summit  
2016

# BUILDING WINNING BRANDS IN THE DIGITAL AGE AND STRATEGY INNOVATION

0830 – 1730 HRS Tuesday 12<sup>th</sup> July  
Oak Room, Cinnamon Grand, Colombo



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## BUILDING WINNING BRANDS IN THE DIGITAL AGE AND STRATEGY INNOVATION

Message from  
Summit Curator



Lakshaman Bandaranayake  
Founding Publisher  
Director  
Summit Curator  
Lanka Business Online

**Dear speakers, panelists, invitees,  
and summit delegates,**

Let me first extend a very warm welcome to the 2016 edition of LBR LBO Brand Summit. Let me also extend a very special welcome to the foreign speakers, who have travelled from far to be here with us today.

Launched in 2000, Lanka Business Online (LBO) is Sri Lanka's pioneering and leading online news service on industry, economy, and policy. LBR LBO is also the leader in corporate evening meetings and conferences. We host a number of annual events on technology, economic and business climate, brand development and building, and infrastructure.

The LBR LBO Brand Summit, over a period of four years, has earned a fine reputation as Sri Lanka's premier conference on leading edge marketing themes.

Sri Lankan consumers are rapidly adopting digital tools in their personal, social, and professional lives. Mobile penetration is now at a near-universal level, and the adoption of smart mobile devices is accelerating. Mobile broadband will make the web accessible to people from all walks of life. In this context, digital opens up vistas of opportunities for companies to enhance their enterprise marketing capabilities.

Marketing and communication professionals can now leverage digital not just to create brand awareness, but to build deeply intimate, meaningful, and profitable customer engagements. Mastering and leveraging digital technologies will be key to building winning brands in today's always connected world.

The LBR LBO Brand Summit provides a forum for corporate executives from all branches of industry, business, and academia to gain insights to how digital could be leveraged to redefine, re-imagine, and reinvent the relationship between brands and consumers. With this in mind we have invited thought leaders, digital strategists, and practitioners from Australia, Singapore, India, and Sri Lanka to share their expertise, perspectives, and experiences with over 300 digital enthusiasts from a range of industries who will champion digital transformation in their respective organizations

We are grateful to our sponsors and partners: MillenniumIT, Sampath Bank, London Stock Exchange Group - LSEG Business Services Limited, VirtusaPolaris, Singer Mega, TNS, Ad Factor and Storyline. We also thank ACCA, CIM, CIMA and Fours As for endorsing the Summit.

I thank the speakers, panelists, and session chairs and the companies they represent for their generosity.

I wish you an enjoyable and productive Summit experience.

Have a great day!

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### Marketing evolves with technology

The development of transport and technology enabled the distribution of manufactured goods to far-flung places on earth, expanding markets, building volumes, and in turn gaining economies of scale to drive down prices. Television enabled filmed advertising with compelling creative propositions, which stimulated consumer demand for goods and services. Fixed line telephony enabled telemarketing. Structural databases enabled loyalty marketing.

Today, the Internet has enabled web-based and always-on commerce, seriously disrupting existing retail marketing models.

### The 100-year-old mass marketing model is challenged

The traditional mass marketing model used in building brands is facing a grave danger of becoming irrelevant. In traditional marketing, the marketers have access only to a narrow range of tools largely limited to mass media communication, mass physical distribution, in-store presence, event associations and sponsorships, and direct selling. Using such tools, marketers construct physical and mental distribution for brands. Physical distribution makes brands easily accessible to shoppers and mental distribution creates propensity to purchase. A sale is expected to take place at those moments when the physical and mental distributions converge.



The conventional models of consumer behavior assume that consumers traverse along a linear journey from getting to know a brand to ultimate purchase and then possibly repeating the purchase. It is also assumed that consumers are perfectly rational people and are capable of evaluating a large number of possibilities available in a perfectly rational manner.

The advent of digital technologies altered the brand and consumer relationship in a totally unexpected and unprecedented manner. Instead of relying largely on messages crafted by the brand owners, digital allows the consumer to tap unlimited sources of information at their own convenience.

For example, take the hospitality industry. Instead of relying on the website of a hotel, prospective guests can tap into an information stream crafted by past guests on Trip Advisor. Similarly, peer reviews of digital gadgets help to establish a more realistic picture of an authentic user experience than a message crafted by a brand owner.

Instantaneous cross border access to the real-life authentic brand experiences of a large number of fellow customers helps compress the brand discovery and conviction journey, maybe to a very short period of time.

While posing many challenges to marketers, digital has also opened up many new opportunities to build customer engagement. Data science, social, mobile, artificial intelligence, Internet of Things, cloud computing etc. offer new opportunities and many different routes and combinations of routes to building brands in the digital age.

Mastering and leveraging digital is therefore key to building winning brands in today's competitive and always connected world.

### The perpetual experience engine: Brands in the digital age

The advent of digital technologies has altered consumer attitudes and behavior, resulting in disruption to the existing traditional mass marketing practice. Online behavior is much more intimate, fast paced, personal and deep-rooted than offline behavior.

The noteworthy emerging trends include always-on multi-screen behavior, primacy of social content (over professionally produced content), intimate mobile behavior, the decline of the share of TV in content consumption and 24 x 7 ecommerce.

Universal mobile penetration and the fast-rising penetration of mobile broadband have given a unique opportunity to every consumer to broadcast her own experience and perspectives to a broader community. Each mobile user can now simultaneously play multiple roles: a mobile sensor, receiver of information, and a transmitter.

What is the implication of a mobile enabled consumer?

Depending on the quality and intensity of her/his relationship with a brand, she/he could become either an advocate of the brand or a hater, who now has the power to influence people beyond her/his immediate acquaintances. Offline brand experience is sporadic and discontinuous. Contrastingly, given the above scenario, online brand experience is always on, thus making a brand a perpetual experience engine.

### LBR LBO Brand Summit will focus on leveraging digital to build winning brands

Ray Kurzweil predicts that in thirty years human beings will be able to upload a copy of their mind to a hard disk. (Yes, he is the guy who correctly predicted that a computer would beat the best performing human chess player before 2010. So don't take him lightly)

That shows how rapidly digital will progress in the future, at an outrageous pace. And if businesses fail to adopt digital at the same pace, there is not only a risk of being left behind but also of being completely beaten and bulldozed by more digitally savvy companies.

No matter what business and industry you are in, digital exists in a constant state of flux, and continues to have a major influence on the way winning brands are built.

The path to building winning brands in the age of digital is still being discovered and is constantly evolving.

With this in mind, the 2016 edition of the LBR LBO Brand Summit has been designed to help the participants understand the nature of emerging digital technologies that are creating sweeping transformations in the enterprise landscape, and how brand builders can leverage such technologies to build winning brands in today's connected and competitive economy.

<sup>1</sup> Chapter title was borrowed from 'Omaid Hiwaizi, Admap, December 2013, pp. 26-28'

<sup>2</sup> Integrated Marketing- Delivering impact in a connected world, TNS 2016

## BUILDING WINNING BRANDS IN THE DIGITAL AGE AND STRATEGY INNOVATION

Message from  
CIM



**Sanjika Perera**  
Chairman  
DipM, FCIM (UK), MBA (Sri.L)

On behalf of The Chartered Institute of Marketing Sri Lanka, I am pleased to issue this message on the occasion of the LBR LBO Brand Summit 2016.

This year's summit conducted under the theme "Building Winning Brands in Digital Age and Strategy Innovation" will enthral the participants with knowledge and insights on the subject.

Digital heralds a transformation in brand marketing practices. Digital is a new game that many leading brands have yet to master.

We're entering an incredibly dynamic and exciting time for the marketing of brands. Consumers' lives are changing more rapidly than ever before. To engage with them we need to harness the power of digital in all areas of their lives.

The laws of branding still apply in a digital setting...it's still about engaging consumers in the right way at the right time and delivering on the brand promise. Digital facilitates richer, more powerful experiences and closer consumer connections.

It's an environment in which consumers actively promote the best products and the best marketing, effectively perpetuating great brands. In short, digital allows the best marketers to market better.

To succeed in the digital age, organizations will seek innovative, fresh perspectives and adaptive agile minds to manage the spread of touch points and anticipate the market's ever changing structure. The very best marketers will step back and examine the impact of digital campaigns on the hearts and minds of consumers.

Strategy innovation requires changing or bringing new value propositions, services and production processes. Along with strategy innovation organization can gain the competitive advantage and the ability to explore future business opportunities.

Digital has the power to transform marketing. It enables marketers to routinely and efficiently do things they could not otherwise do at all or only with great effort.

The Chartered Institute of Marketing (CIM) as the world's leading professional body in marketing with a 100 year old legacy is bringing world class marketing professional education opportunities to Sri Lankan marketers. Today CIM graduates are holding senior positions in the corporate sector. CIM recognizes the need for marketers and encourages them to leverage digital technologies in building new customer experiences and winning brands thus, enhancing stakeholder value.

Whilst congratulating the organizing committee for hosting this event, CIM is happy to partner and I am confident that the participants will take back good learning in building winning brands.

Best wishes for a productive conference!

## BUILDING WINNING BRANDS IN THE DIGITAL AGE AND STRATEGY INNOVATION

## Messages from SLIM, ACCA & 4As



**Upul Adikari**  
President  
SLIM

As the national body for marketing in Sri Lanka SLIM has striven to establish marketing as a driver of economic growth since 1970. The institute has realised this vision by offering the most sought after proprietary educational portfolio for marketing in the island along with premier national events such as Brand Excellence, Effie Awards, People's Choice Awards and NASCO.

The LBR LBO Brand Summit has been contributing to the mainstream of marketing in Sri Lanka by promoting the field of branding. Similarly, SLIM pioneered branding education in Sri Lanka through the Diploma in Strategic Brand Management (DSBM), which remains the sole academic avenue opened to marketers in Sri Lanka who aspire to become Brand Managers. Dedicating the LBR LBO Brand Summit 2016 to a discussion on "Building Winning Brands in the Digital Age and Strategy Innovation" is a timely move, as digital has become an essential tool for marketers the world over. The power of digital marketing and strategy innovation in brand building has been demonstrated time and again by international marketers, and this summit will inspire Sri Lankan marketers to replicate that success with Sri Lankan brands.

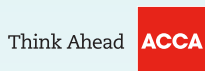
SLIM is delighted to be partnering with this prestigious event and I wish all participants a highly productive and revelatory summit experience.



**Sheron Jayasundara**  
Chief Operating Officer,  
Bates Strategic Alliance  
President 4As Sri Lanka

The 4As as the premier professional body committed to the upliftment of the advertising industry has many tasks. Perhaps the most important one of them is to keep this industry on a trajectory of constant progress. Constant evolution. Constantly challenging boundaries and moving ahead so that soon, we too will be on par with the best of the best. This is another example of an initiative taken in that respect. One which will no doubt help propel the Sri Lankan Advertising industry to the next level. For communication professionals it is imperative that they seize the emerging opportunities offered by the advancement of digital technologies and solutions. As consumers increasingly adopt new technology and thereby transform their personal, social and professional lives, the industry needs to understand these changes and see the opportunities and develop creative solutions and experiences that add value, meaning, joy to the lives of consumers. To renounce the act of going digital for the sake of going digital or because everyone is going digital. And instead to make positive, profitable changes that transform brands, human experiences and the progress of society and the world in general.

Therefore the LBR LBO Brand Summit is a timely initiative and the 4As is thrilled to partner this event and wish everyone involved a productive and life changing summit experience.



ACCA (the Association of Chartered Certified Accountants) is the global body for professional accountants. We aim to offer business-relevant, first-choice qualifications to people of application, ability and ambition around the world who seek a rewarding career in accountancy, finance and management.

We support our 170,000 members and 436,000 students in 180 countries, helping them to develop successful careers in accounting and business, with the skills required by employers. We work through a network of 91 offices and centres and more than 8,500 Approved Employers worldwide, who provide high standards of employee learning and development. Through our public interest remit, we promote appropriate regulation of accounting and conduct relevant research to ensure accountancy continues to grow in reputation and influence. Founded in 1904, ACCA has consistently held unique core values: opportunity, diversity, innovation, integrity and accountability. We believe that accountants bring value to economies in all stages of development and seek to develop capacity in the profession and encourage the adoption of global standards. Our values are aligned to the needs of employers in all sectors and we ensure that through our qualifications, we prepare accountants for business. We seek to open up the profession to people of all backgrounds and remove artificial barriers, innovating our qualifications and delivery to meet the diverse needs of trainee professionals and their employers.

0730 - 0830 am

Summit materials pick up, standing breakfast

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0830 - 0845

Summit Curator's Overview / Opening Remarks

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0845 - 0910

Opening Keynote

**"The Suicidal Brand Manager"**

- Charulata Ravi Kumar / Razorfish

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0915 - 1100

## Session 1

**THE INTERNET OF PEOPLE: HOW TO ENGAGE WITH CUSTOMERS IN THE AGE OF DIGITAL**

### Keynote 1

Meaningful marketing moments: engaging the connected consumer

- Zoe Lawrence / TNS Asia Pacific

### Keynote 2

Building Omni Channel Customer Experience with Digital

- Joe Milward / 3M, Sydney

### Keynote 3

Being liquid: Marketers in digital age must ebb, flow and adapt

- Vidya Sivarajah / Fonterra

### Panel discussion

**Chair** : Imal Fonseka / Ceylon Biscuits

All the keynote speakers will join the panel

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1100 - 1110

Tea / Coffee



1110 - 1315 pm

## Session 2

**HOW MOBILE AND DIGITAL MANAGE CUSTOMER EXPERIENCES**

### Keynote 1

Leveraging mobile for digital advantage

- Supun Weerasinghe / Robi Axiata

### Keynote 2

Future of digital planning & programmatic buying: what it means to brand builders

- Atique Kazi / Xaxis /groupM, South Asia Region

### Keynote 3

Is eComemrce gainig traction at last?

- Naresh Sathasivam / Digital Commerce Lanka

### Keynote 4

Leveraging social in building deeper customer engagements

- Sunil Senapati / ORACLE

### Panel discussion

**Chair** : Rohan Jayaweera / Antyra

All the keynote speakers will join the panel



1315 – 1400

Lunch



1400 – 1540

## Session 3

### WHAT MARKETERS REALLY NEED TO KNOW ABOUT DATA SCIENCE

#### Keynote 1

Emerging Concept of Data Science in the Context of Customer Engagement.

- Rohan Paulas / London Stock Exchange Group

#### Keynote 2

Leveraging data analytics to build personalized customer relationships

- Manuja Kasthuriarachchi / Neotenicity, SocialRo

#### Keynote 3

Optimizing marketing investment using data science

- Ramesh Sundararajan / InsightAsia, Singapore

#### Panel discussion

**Chair** : Kumudu Gunasekera / STAX INC

**Panelist** : Ajith Salgado / Sampath Bank

1540 – 1600

Tea / Coffee



1600 – 1740

## Session 4

### Building Brand Communication Strategies in the Digital Age

#### Keynote 1

"Building Digital Brand Communication Platform"

- Daniel Posavac / Bonsey Jaden, Singapore

#### Keynote 2

Key to creative success: innovative execution, smart content, and mobile-awareness

- Carlton D'Silva / Hungama Digital Services

#### Panel discussion

**Chair** : Alyna Haji Omar / JWT

**Panelist** : Zoe Lawrence / TNS Asia Pacific

**Panelist** : Charulata Ravi Kumar / Razorfish

1740 – 1750

Summit Curator Overview

1750 – 1900

Networking Reception



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## **"The Suicidal Brand Manager"**

The first victim of the tectonic shifts created by digital technology in the brand eco system is brand authenticity. Closely followed is the legitimacy of brand claims. In an always-connected world, consumers have taken the power of creating brand content into their hands. Consumer created content doesn't follow the communication plans developed by media professionals. They travel much faster than professionally crafted brand messages and transcend geographic and cultural boundaries instantaneously.

In this context, the strategies used in the less dynamic pre-digital era are becoming less valuable and less relevant.

The challenges are many, but opportunities are abundant too. Digitally literate and savvy brand builders value digital as a new source of innovative customer engagement, and an opportunity to strengthen consumers' affinity with brands.

How will brands respond to these seismic challenges and exploit the many emerging opportunities?



**Charulata Ravi Kumar**  
Razorfish

More than just an achiever, Charulata Ravi Kumar is a leadership figure in her field. As the CEO of Razorfish India ([www.razorfish.com](http://www.razorfish.com)), she takes on the role with in-depth understanding of the India market. Her main goal is to ensure Razorfish India remains the destination for smart, curious, creative and entrepreneurial-minded people, and to further strengthen Razorfish India's existing core competencies. She is an avid speaker and has spoken at various events, including The Wharton India Economic Forum (WIEF), Philadelphia. A successful entrepreneur, she is also a Corporate Leadership coach and teaches at eminent institutions in India. Charulata has been a consultant and regular columnist for The Indian Express – a leading Indian daily newspaper. A regular speaker and jury member at Leadership, Digital and Women's forums in India, she was recently conferred with the "Pillar of Hindustani Society" by the Trans Asian Chamber of Commerce. She was awarded the LinkedIn Power Profile in 2015.

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## **The Internet of People: How to Engage with Customers in the Age of Digital**

**Meaningful marketing moments: engaging the connected consumer**

**Building Omni Channel Customer Experience with Digital**

**Being Liquid: Marketers in digital age must ebb, flow and adapt**

Digital has empowered people in an unprecedented manner to create seismic changes in every aspect of modern society: economic, social, and political. Million-rupee television advertisements are no longer the king influencer of purchase intent. Building web engagements in sync with the continuum of the digital behavior of consumers is a new game of building affinity.

In digital content, consumption is not multi channel but multi screen. Digital offers the opportunity to create and offer the same customer experience along the digital behavior continuum during different day parts, and also seamless integration with offline behavior.

In a world where the balance of power in content making is fast tilting towards digitally empowered consumers, how will they adapt themselves and redefine their own role with an aim to reimagining and redefining the relationship between brands and consumers?

## Session Chair



**Imal Fonseka**  
Ceylon Biscuits

Imal is the CEO of Ceylon Biscuits and was the former Managing Director of Hemas manufacturing, Sri Lanka and the Managing Director of Hemas Consumer Brands Bangladesh. He has extensive experience in advertising, brand management, sales management and general management working with multi nationals such as JWT, Unilever, Glaxo-Smithkline and Coca-Cola. Imal has served in the boards of Chevron Global Lubricants (Lanka) PLC and Eureka Technology Partners. Imal graduated from Chartered Institute of Marketing (UK). He is also a Certified Management Accountant, Australia. He has had executive education at leading regional and international management schools. Imal plays an active role in promoting marketing education and the profession in Sri Lanka.

## Keynote Speakers



**Zoe Lawrence**  
TNS Asia Pacific  
Keynote 1

Zoë has been with TNS since 2010, and has held a number of different roles, initially in global marketing and since 2014 in the APAC region. Throughout her time with TNS, she has been involved in shaping TNS's thought leadership around the connected consumer. Prior to TNS, Zoe established a strong background leading international PR and marketing programmes on a global and regional level to help brands achieve impact with their key target audiences and ultimately, drive sales. She spent eight years with WPP PR consultancy, Hill + Knowlton Strategies and worked internationally with a range of clients from the technology and media sectors. Earlier in her career she worked for the advertising agencies, Publicis and D'Arcy. In a former life, Zoë trained and worked as an actress – she remains passionate about telling compelling stories that have an impact with their target audience



**Joe Millward**  
3M, Sydney  
Keynote 2

Joe Millward has been working in the media and technology industry for over 15 years. He has recently been appointed a Senior Digital Strategist for 3M Australia, charged with identifying innovative ways to utilise digital to build a customer first relationship for the business. As Co-founder of the tech start-up Lifeable, Joe is tackling the challenge of building a wearable device which delivers true utility and adds value to a user's daily life. Joe has also recently consulted with agencies such as Havas, RG/A and Reborn to educate and assist their clients as they build digital systems and services to take full advantage of the rapid changes in the digital age. As Gloria Jean's Coffees Global Digital Innovations Manager, Joe was responsible for all digital content and social media development. Joe led the revamp of the online presence for Gloria's across 38 countries. He has developed expertise in identifying new trends in a wide range of digital media from mobile to social media and the rise of augmented and virtual reality.



**Vidya Sivaraja**  
Fonterra  
Keynote 3

Vidya has 17 years of experience in the FMCG industry across 2 multinationals, multiple countries, global and local roles. Currently she is the General Manager Marketing & Emerging Markets for Sri Lanka and cluster of markets in the Indian Subcontinent region for Fonterra. Having worked on strategy development, deployment with focus on execution excellence across multiple countries with different dynamics, category maturity, speed of change, blurring boundaries – she knows the importance of marketers need to be fluid , need to be vital with disruptive thinking & the need to think like a start-up and have owners mindset. She has also been part of the panel for Brand Excellence, Effie's and a speaker by invitation in different forums. She is passionate about building brands and people and in her free time she supports women in start ups.

## Panelists

All the keynote speakers will join the panel



## How Mobile and Digital Manage Customer Experiences

Leveraging mobile for digital advantage

Future of Digital Planning & Programmatic Buying: What It Means to Brand Builders

Is eComemrce gaining traction at last?

Leveraging social in building deeper customer engagements

Mobile is increasingly becoming the primary method of consumer access to the Internet. In the next few years, mobile broadband will become ubiquitous and the usage of smart mobile devices will become near universal. The majority of the population will discover Internet through mobile. How can marketers leverage mobile to their advantage in creating rich customer experiences?

Traditional media planning targeted swaths of mass consumers with the same message. The primary assumption was that target audiences are homogeneous. Digital changes that game with its ability to mass-customize engagements. However, the tools of digital planning are rapidly changing and increasingly algorithmically driven.

The development of e-commerce has had a roller-coaster ride. The propositions that worked well elsewhere did not gain the same level of acceptance in Sri Lanka. The power of retailing is seesawing between brick and mortar stores and e-tailors. It is important to explore the likely paths of development of eCommerce in Sri Lanka.

If Facebook were a media company, it would be the largest media company in Sri Lanka, with a following of over 4 million. The power of social media has been well demonstrated, from bringing political changes to apprehending criminals. What are the opportunities for building deeper, intimate and more profitable engagements?

## Session Chair



**Rohan Jayaweera**

Antyra

Rohan was the first employee of Google for Sri Lanka and during his time he helped brands, organizations and the Sri Lankan government to develop its digital practices. He managed all engagements to and from Google for Sri Lanka during his tenure, which included digital practice, policy framework, publisher, video & telco partnerships, community and entrepreneurship development. Rohan has a deep understanding of channel/partner synergies and eco-system development having worked for some of the leading technology brands in the world. Rohan is passionate about entrepreneurship. He is a key note speaker, presenter, and moderator for numerous events & was invited to speak at the inaugural TEDx in SL on entrepreneurship.

## Keynote Speakers



**Supun Weerasinghe**

Robi Axiata  
Keynote 1

Supun Weerasinghe is the Managing Director and Chief Executive Officer of Robi. Prior to joining Robi, Supun served as Chief Strategy Officer of Axiata Group. He had also served as the Head of Network Transformation Strategic Business Unit under which he provided leadership to Group Technology, Carrier Collaboration and Axiata Intelligence Unit (previously Axiata Management Services). During this period, Supun assisted Axiata Group to craft its long-term strategic plan. As the Group Chief Operating Officer (GCOO) of Dialog Axiata Plc, (Dialog) Sri Lanka's mobile market leader, he was instrumental in driving the team towards making Dialog the leading diverse Telco service provider in Sri Lanka. He is a fellow member of the Chartered Institute of Management Accountants (CIMA), UK, and holds a B.Sc. in Accountancy and Financial Management from the University of Sri Jayewardenepura, Sri Lanka. He has an MBA from the University of Western Sydney, Australia and is an alumnus of the Harvard Business School (AMP 182).



**Atique Kazi**

Xaxis/groupM,  
South Asia Region  
Keynote 2

Atique joined GroupM from Yahoo, where he led the planning and strategy division for Y!Studio in London. He has been with GroupM India since 2013. He has also worked with The Economist and The Times of India in past assignments. Atique brings with him a decade of experience traversing sales, strategy, partnerships and new media technologies. His international experience coupled with his passion for digital and brands has helped scale Xaxis and made it a truly new age company. Atique's experience in international markets and leading large teams has been an advantage to Xaxis and has enhanced GroupM's vision.



**Naresh Sathasivam**

Digital Commerce Lanka  
Keynote 3

Naresh Sathasivam is the General Manager for Sales & Business Development of wOw.lk; a company contemporarily profiled to be the largest e-Commerce website in Sri Lanka, owned and Managed by Digital Commerce Lanka (Pvt) Limited, also a subsidiary of Dialog Axiata PLC. Pioneering the daily deals concept in Sri Lanka and redefining online shopping; wOw.lk now offers the range of nearly 20,000 products and caters to over 500,000 customers through its wOw online Mall. With an accolade of over 15 years of experience in a wide variety of professional capacities in Corporate Sri Lanka; Naresh's responsibilities in this role include driving profitability and efficiency, developing new business opportunities and expansion of the company. Naresh who is also a senior member the Dialog Digital Services Team, has spent the past decade exploiting endless possibilities of new business opportunities by launching revolutionary technology and applications in the areas of Near Field Communication, Mobile Payments, m-Commerce & Loyalty Management, m-Health and also investing his vast knowledge and experience in the growth of Dialog's e-Commerce platform; wOw.lk His Key Achievements at Dialog Include: Introducing Near Field Communication (NFC) Technology to Sri Lanka through commercially launched products such as the Touch e-Travel Card in partnership with the Sri Lanka Transport Board and Touch e-Fuel Card · Launching Sri Lanka's Largest rewards scheme Star Points



**Sunil Senapati**

ORACLE  
Keynote 4

Sunil Senapati is Senior Business Manager – Oracle Applications, specializing in enhancing customer experience in Oracle Corporation. Sunil is responsible for CRM Applications interactions in the ASEAN region. Sunil has worked on many IT transformation projects and been instrumental in achieving over all ROI at various multi country – multi system projects. Current responsibilities includes defining the go-to-market initiatives for SRM range of products, Applications Architecture definitions and developing partner network.

## Panelists

All the keynote speakers will join the panel

## What Marketers Really Need to Know About Data Science

### Emerging Concept of Data Science in the Context of Customer Engagement

Leveraging data analytics to build personalized customer relationships

Optimizing marketing investment using data science

Marketers have access to a wealth of data from multiple sources, including internal data and customer data gathered through CRM, competitive intelligence, consumer surveys that track usage, attitudes, and brand equity, customer satisfaction, and hosts of other data on external environment.

Conventional marketing tools will always have their place - graphic designing, blog posts, and social media engagement. However, marketing is rapidly becoming a field of numbers rather than letters. Data plays a transformative role in this process.

## Session Chair



**Kumudu Gunasekera**

Stax Inc

Kumudu Gunasekera, Ph.D, is a Director in the Singapore office where he works with our global teams to deliver actionable insights to clients worldwide. Prior to joining Stax, Kumudu was a Principal with Parsons Brinckerhoff (Washington D.C.), the professional services arm of Balfour Beatty, a global infrastructure group that delivers services essential to the development, creation and care of infrastructure assets; from finance and development, through design and project management to construction and maintenance. At Parsons Brinckerhoff, Kumudu successfully led global, multi-disciplinary consulting teams on large (> \$ 1 million) and small (< \$ 1 million) strategic consulting assignments in Burkina Faso, Canada, Curacao, England, Mali, Nigeria, Panama, Scotland, Qatar, Sri Lanka, and the United States. He was the project director and chief model architect of PRISM™ proprietary (U.S patent pending) transportation software. Kumudu was the founding editor (2006-2013) of the Economic Forecasting Review and a monthly columnist (2007-2013) of Roads & Bridges. Additionally, he has published numerous articles in peer-reviewed journals and industry magazines; has presented at conferences, workshops, focus groups, and stakeholder meetings in Canada, Pakistan, Panama, Scotland, Sri Lanka, and the United States; and has instructed numerous undergraduate, graduate, and professional courses. Kumudu earned his Ph.D. in Economic Geography, and a joint M.A. in International Relations and Environmental Policy from Boston University. He has a B.A. in Economics from Hobart and William Smith Colleges.

## Keynote Speakers



**Rohan Paulas**

London Stock Exchange Group  
Keynote 1

An experienced IT professional specialized in turning around IT companies and setting up off shore support centers, Rohan has extensive experience in London and Sri Lanka.

**Manuja Kasthuriarachchi**Neotenicity, SocialRo  
Keynote 2

Manuja is the Head of Data Analytics at Neotenicity / Socialroo -a boutique consultancy providing niche analytics solutions- leveraging fundamental research (in mathematics, statistics and optimization), domain knowledge (specially in finance and marketing) and high performance computing to solve problems ranging from automation and marketing, to media buying and credit scoring. Before joining Socialroo Manuja worked for Copal AMBA and Diesel and Motor Engineering PLC (DIMO). Manuja has over 13 years of experience in business consulting and data sciences in diverse sectors which spans the fields of quantitative finance, human resource analytics, consumer analytics, quantitative marketing, social media analytics, health care analytics, banking and finance, education, advertising and media analytics. Manuja graduated with an honors degree in Physics from USJP and also holds an MBA with distinction from Australia. He is also professionally qualified both in Marketing and Finance.

**Ramesh Sundararajan**InsightAsia, Singapore  
Keynote 3

Since 2006, when he joined InsightAsia (IA), Ramesh has led all IA regional quantitative projects. Additionally, he established a dedicated analytics practice within InsightAsia Research Group. Before joining IA in Singapore, Ramesh worked at IPSOS Indica and Research International in Mumbai, India. He has extensive experience with agent-based modelling (ABM) and a variety of multivariate techniques. He has 20 years of global marketing/analytics experience in a wide range of categories including CPG/FMCG, Finance, Automotive, Utilities and Consumer Healthcare. Ramesh has a graduate degree in Engineering from BITS, Pilani and a Masters in Management in India Institute of Management. He is very focused on delivering actionable insights and recommendations rather than just methodology breakthrough. His recent analytics experience includes delivering bespoke solution on customer segmentation, at risk models, cross sell/up sell models and ROMI studies across FMCG, Utility (in the US) and Vision Care.

## Panelists

**Ajith Salgado**

Sampath Bank

Ajith Salgado is the Deputy General Manager/Head of IT of Sampath Bank PLC and Director of Sampath IT Solutions, a subsidiary of Sampath Bank PLC. Ajith Salgado is a graduate of University of Moratuwa in Electronics & Telecommunication Engineering and holds a Master of Business Administration degree from the University of Colombo. He was a past President of Computer Society of Sri Lanka (CSSL), A Member of Board of Governors of Arthur C. Clark Center of Modern Technology, a Member of Bank CSIRT and many national committees. He has also contributed to the ICT industry Internationally as President of South East Asia Regional Computer Confederation (SEARCC). Ajith Salgado was recently awarded with the prestigious "People Leader – IT 2016 Award" by the Institute of Personnel Management (IPM) at the National HR Conference 2016.

All the keynote speakers will join the panel

## Building Brand Communication Strategies in the Digital Age

### Building Digital Brand Communication Platform

**Key to creative success: innovative execution, smart content & mobile awareness**

Conventional or digital, the rules of the marketing communication game has always been the same: engaging consumers in the right way at the right time, and delivering on the brand promise to induce purchase intention.

Conventionally, the brand communication industry had to deal with the daunting task of managing three challenges: media proliferation, media clutter, and consumer fragmentation. The presence of digital has compounded the situation, as consumers migrated from watching fixed schedule television to snacking content on the web on multiple screens.

Has the architecture of brand communication changed? And how can marketing communication professionals respond to the digital challenge?

## Session Chair



**Alyna Haji Omar**

J. Walter Thompson Sri Lanka

A mother, wife, daughter, sister, recovering hypocrite, part optimist, part pessimist, Earth Horse '78, ex girlfriend, best friend, full time enthusiast, part time conspiracy theorist, writer, free thinker, incorrigible dreamer, CEO, qualified marketer, failed weight watcher, paddy open water diver and one time back packer who hopes never to experience the eternal sunshine of a spotless mind. On her Mac, you'll find: 17 years of brand strategies that have influenced change, inspired conversation, created culture and one or two that did squat. In addition you will discover campaigns that got people talking, thinking, laughing, won awards, got criticized and one or two that she'd like to label 'what was I thinking!' Alyna has handled a diverse portfolio during the course of her career including brands such as Dialog, Munchee, Heritage, Sri Lankan Airlines, Coca-Cola, Baby CheraMy, Johnson & Johnson, Cinnamon, Tigo, Etisalat, Walls, Nestea, Keells and UNICEF to name a few.

## Keynote Speakers



**Daniel Posavac**

BonseY Jaden, Singapore

Keynote 1

Daniel Posavac is the CEO of Bonsey Jaden, an independent Digital agency based in Singapore with offices in Sydney, Malaysia, Indonesia, Thailand, Philippines and Vietnam. With over a decade of Digital experience, both Agency and Client side, Daniel has been at the forefront of digital innovation, as well as the integration of social media in the business arena. With an extensive history of building digital teams, strategies and campaigns for top tier brands & agencies globally, Daniel's passion for the internet coupled with his entrepreneurial drive for cutting edge solutions make him an established leader in the digital space.





**Carlton D'Silva**  
Hungama Digital Services  
Keynote 2

With over 18 years of experience, Carlton's expertise in the digital arena is imaginative and inspiring, giving HDS a creative edge in the industry. With an agile and dynamic team of visualisers, designers, and copywriters, he has been responsible for creating over 3,500 websites and games for domestic and international clients and has worked on more than 1,000 promotional campaigns over the years – winning innumerable accolades including the PMAA's, Abby's and the Globes among others. Carlton joined Hungama in 1999 and has been instrumental in creating the brand it is today. Under his aegis the team works on ideas across multiple devices, apart from the PC, like WebTV, IPTV, Tablets, Mobile and new App platforms like the Intel App World. Carlton has been on the Jury Panel of the Cannes Advertising Awards in 2012. He is also on the jury of the Abby Awards (Ad Club of Bombay) and Yahoo Big Idea Chair Awards and was part of the jury in the New York Ad festival in 2010 and Adfest Asia in 2011. In his spare time, as and when HDS can spare him, Carlton watches the best that Hollywood has to offer and stays 100% updated on digital & advertising trends.

### Panelists



**Zoe Lawrence**  
TNS Asia Pacific

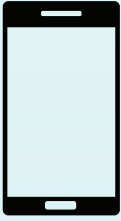
Zoë has been with TNS since 2010, and has held a number of different roles, initially in global marketing and since 2014 in the APAC region. Throughout her time with TNS, she has been involved in shaping TNS's thought leadership around the connected consumer. Prior to TNS, Zoe established a strong background leading international PR and marketing programmes on a global and regional level to help brands achieve impact with their key target audiences and ultimately, drive sales. She spent eight years with WPP PR consultancy, Hill + Knowlton Strategies and worked internationally with a range of clients from the technology and media sectors. Earlier in her career she worked for the advertising agencies, Publicis and D'Arcy. In a former life, Zoë trained and worked as an actress – she remains passionate about telling compelling stories that have an impact with their target audience



**Charulata Ravi Kumar**  
Razorfish

More than just an achiever, Charulata Ravi Kumar is a leadership figure in her field. As the CEO of Razorfish India ([www.razorfish.com](http://www.razorfish.com)), she takes on the role with in-depth understanding of the India market. Her main goal is to ensure Razorfish India remains the destination for smart, curious, creative and entrepreneurial-minded people, and to further strengthen Razorfish India's existing core competencies. She is an avid speaker and has spoken at various events, including The Wharton India Economic Forum (WIEF), Philadelphia. A successful entrepreneur, she is also a Corporate Leadership coach and teaches at eminent institutions in India. Charulata has been a consultant and regular columnist for The Indian Express – a leading Indian daily newspaper. A regular speaker and jury member at Leadership, Digital and Women's forums in India, she was recently conferred with the "Pillar of Hindustani Society" by the Trans Asian Chamber of Commerce. She was awarded the LinkedIn Power Profile in 2015. It has been a transformational journey of 27 years for her from Calcutta to Mumbai via Middle East and London with stop-overs in US, Europe, Singapore, Australia, Sri Lanka and Bangladesh. With global experience in Business Transformation across the best Marcom groups – Publicis Groupe, WPP and IPG with agencies such as JWT, Lintas, Bates, Grey Worldwide, she set up the first Integrated Marketing Agency in Middle East and India. With a penchant for treks, sports and wine trails, she loves cooking and writing is her biggest passion. In her free time, Charulata teaches social skills and "science through play" at Anchorage, an NGO for adults with down-syndrome.

All the keynote speakers will join the panel



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