



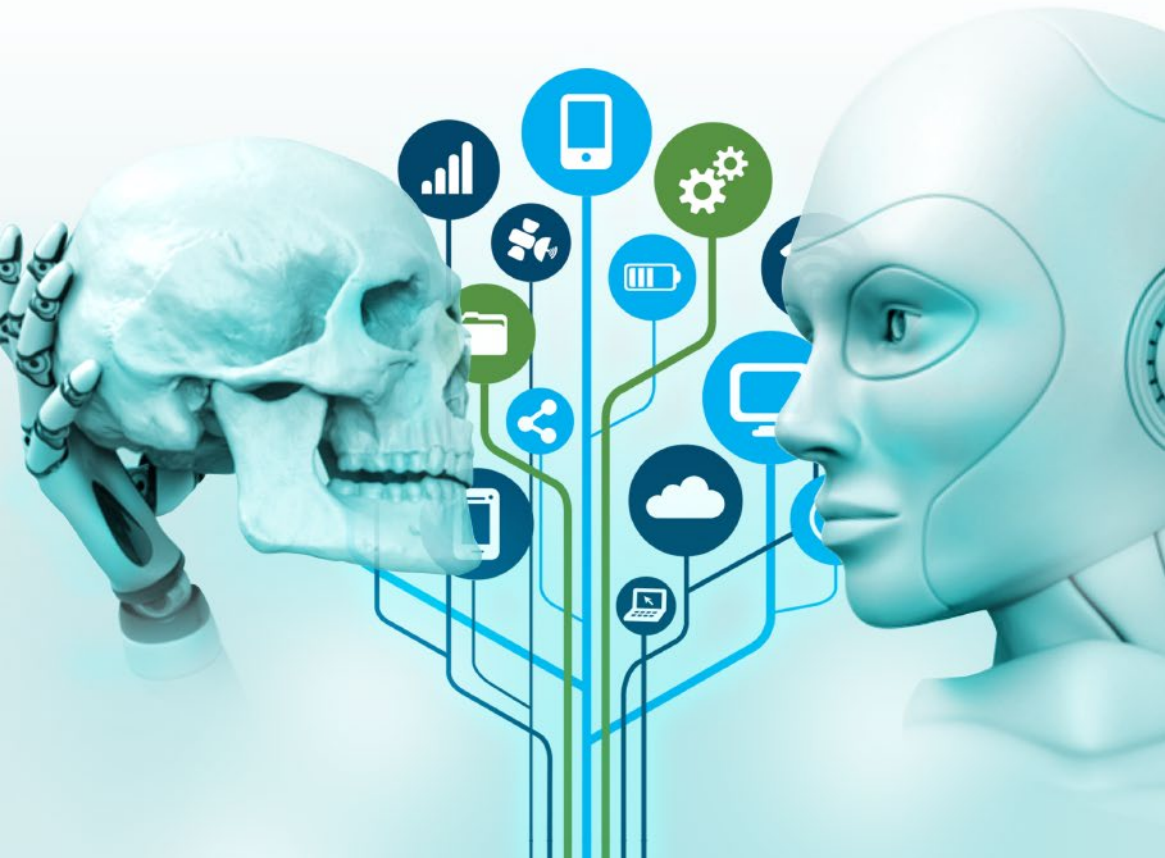
# LBR LBO BRAND SUMMIT 2017

# **MARKETING IS DEAD**

# NOW WHAT?

BUILDING BRANDS IN POST-MARKETING AGE

8.30AM – 5.30PM, Wednesday 3<sup>rd</sup> May 2017, OAK Room, Cinnamon Grand



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THE WORK

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Network of the Year, The Gunn Report, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015 & 2016 |

Network of the Year, The Big Won Report as Most Creative Network Across All Communications Platforms, 2007, 2008, 2009, 2010, 2011, 2012, 2014, 2015 & 2016 |

Global Network of the Year, Adweek Magazine, 2011, 2014 |

Network of the Year, Campaign Magazine, 2005, 2007, 2008, 2011, 2015 |

Most Effective Network in the World, Effie Index 2011, 2014, 2015 |

Most Effective Network in the World, WARC 100 2014, 2015, 2016, 2017 |



**Lakshaman Bandaranayake** - Director, Conference Curator - Lanka Business Online (LBO)

Dear distinguished invitees, speakers, panelists, session Chairs, representatives from sponsors and partner organizations, Summit delegates and colleagues from media organizations.

Digital is perhaps the most powerful invention of human beings since the advent of written language and is on its way to change human civilization as we know it.

Your presence here today is a demonstration of your commitment to leverage digital to create new value propositions, new customer experiences and to create new value to customers and society.

I extend a very warm welcome to you to the 2017 edition of LBR LBO BRAND SUMMIT. Thank you for being here with us today.

The LBR LBO Brand Summit provides a forum for corporate executives from all branches of industry, business and academia to gain insights into how digital could be leveraged to redefine, re-imagine, and reinvent the relationship between brands and consumers.

I request you to visit [www.lbo.lk/summit](http://www.lbo.lk/summit) and/or download the mobile app either from the Apple Store or Google Play. We have posted useful content, including the speaker bios. Please feel free to interact with the Summit proceedings via SMS or social media. More details on modes of participant interaction are available elsewhere in this booklet.

I extend my sincere gratitude to the resource personnel for their generosity, and for taking time off from their busy schedules to share their expertise, experience and perspectives, sponsors for their contribution without which this Summit would not have been possible and to all the professional organizations who have come forward to endorse the Summit.

I wish everyone a productive and enjoyable LBR LBO BRAND SUMMIT experience.

A handwritten signature in black ink, which appears to read 'L. Bandaranayake'.



### The Times They Are A-Changin

New lyrics by Nimal Gunewardena (2006) with apologies to Bob Dylan

Come hear this ye marketers wherever you roam  
Your targets are no longer babes to be sold  
On your ploys, there not captives, they have all out-grown  
Assumptions 'bout them you're making  
So awake and take note of the change that's come home  
For the times they are a changing

Come marketers and admen who sell on the box  
Your cholesterol free stuff and your pink soda pop  
And your interest free schemes and dreams and the lot  
Audiences at which you were aiming  
Ain't gullible no more, they've grown wise and alert  
For the times they are a changing.

Come mothers and fathers, young citizens and all  
Let your voices be heard, let the world hear your call  
That your worried about your health and your world  
Pollution, junk food, global warming  
That you cannot afford the prices and costs  
For the times they are a warning.



### Himalee Madurasinghe - President - MARKET RESEARCH SOCIETY OF SRI LANKA (MRSSL)

Market research is conducted to give businesses a competitive advantage through the formulation of insights driven business strategy. The impact of the digital revolution and its increasing penetration into our daily lives, has not only led to the transformation of marketing, but has also changed the nuances of how market research is conducted.

We are experiencing an explosion of data, as everything around us becomes connected. As every aspect of our life generates data, it is possible to gather a deeper, more holistic understanding of consumer behavior. But, in this era of fast samples and digital experimentation, not getting lost in the detail, remains critical.

Therefore, when we tackle a research brief today we have so many more ways to design the research. Should we go offline or online for this target? Would social monitoring and listening be helpful? Can we capture some real time insights via mobile apps harnessing photos and video?

The need to understand the exact issue faced by the client and develop specific insights around consumer behavior becomes paramount. While the role of traditional surveys will reduce, an increase in demand for advanced analytical skills to cope with the large volumes of data being generated will emerge.

The dynamics of market research in the digital age, gives rise to never before seen opportunities to understand consumer behavior. The true competitive advantage for our clients will be from multi-dimensional analysis that generates deeper, novel insights. Researchers are evolving into custodians of knowledge, moving from reporting results to drawing insights from many sources. Researchers are challenged not only to broaden their grasp on the multiple facets of information available, but also to maintain clarity and guide clients towards formulating focused strategies to cut through the clutter.  
MRSSL Vision:

To inspire, guide and facilitate all thought and efforts towards the advancement of Market Research in Sri Lanka



**Sheron Jayasundara - President** - ASSOCIATION OF ACCREDITED ADVERTISING AGENCIES OF SRI LANKA (4As)

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 we change and embrace emerging trends that will shape the future of marketing. As consumers are increasingly adopting and transforming the way they associate themselves with brands; brands need to go beyond its face value, they need to have deeper meaning and a higher social responsibility which reflect on the consumers' personal, social and professional lives. Our industry needs to understand these changes and seize the opportunities and develop creative solutions and human experiences that add value, meaning, joy to the lives of consumers, 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.



**Laila Gunasekera Martenstyn - President** - INTERNATIONAL ADVERTISERS ASSOCIATION (IAA)

The IAA is delighted to endorse the now eagerly awaited LBR LBO Brand Summit, successfully hosted for 5 years. On reading the impressive list of erstwhile thought leaders participating in the 5 very thought provoking and insightful sessions I pondered on the fact that our youth is indeed fortunate to imbibe knowledge from such recognized names as these. An integral part of the IAA mission is to pass on knowledge and to this end the Brand Summit does just that.

To ensure our nation walks the path of success, we must look ahead to the next generation, our future... and ensure we do everything in our power to provide them with the tools to success. As leaders and emerging leaders it is our duty to pass on the leadership baton through knowledge and experience, giving them the ability to stretch, thrive and develop confidence.

I look forward to gleaning new insights and information from the panel and very warmly wish Lakshman and the LBR LBO Brand Summit abounding success.



**Elangovan Karthik - President** - SRI LANKA INSTITUTE OF MARKETING (SLIM)

Sri Lanka Institute of Marketing (SLIM), the national professional body of Marketing in Sri Lanka, is happy to endorse the 2017 edition of the annual LBR LBO Brand Summit themed "Marketing is Dead, Now What? - Building Breakthrough Brands in Post-Marketing Age".

Every year the Summit offers an invaluable opportunity for marketers to gain an in-depth understanding of topical and pertinent trends which shape the practice of marketing.

On behalf of Sri Lanka Institute of Marketing, I wish LBR LBO Brand Summit 2017 the very best and wish all the participants a productive conference.

# PROMOTING BREAKTHROUGH CRITICAL THINKING

LBR LBO Brand Summit has been broadening the critical thinking of business executives by providing a platform for provocative, inciting and insightful debates and discussions on building resilient, strong and future-ready brands.

For the fifth consecutive year "Lanka Business Online" (LBO) will be hosting the annual LBR LBO Brand Summit. Once again, on a stimulating theme – "Marketing is Dead, Now What? - Building Brands in the Post-Marketing Age". The Summit is equally useful for practicing marketing professionals from corporates, other business professionals, academics and researchers, and those who serve in NGOs, think tanks and public sector.

This year's theme is of pronounced relevance and vital importance in today's context. The concept of marketing – as a business philosophy and a business function- is being challenged by mounting human, social, technological and ecological trepidations.

On one hand, technological changes are impacting consumer behavior in such a manner that the established marketing tools and models widely used by marketers around the world are in danger of becoming irrelevant and obsolete. On the other hand, technology is enabling marketers in multiple ways: greater insights of customer behavior, near real time visibility to consumer engagements transcending various boundaries, among other benefits.



# Marketing is Dead NOW WHAT?

BUILDING BRANDS IN POST-MARKETING AGE

0730 - 0830

Summit materials pick up, standing breakfast

0830 - 0850

Summit Curator's Overview / Opening Remarks

0850 - 1020

## Session 1 Building breakthrough brands in post-marketing age

### Session Chair

**Asanga Ranasinghe**  
Sector Managing Director  
Group Marketing Director  
Laughs Holdings

### Keynote 1

**Sunil Sethi**  
Managing Director -  
Sri Lanka & Indian  
Subcontinent  
Fonterra Brands

### Keynote 2

**Vikas Mehta**  
Group CMO & President,  
Marketing Services  
MullenLowe Lintas Group

### Panelist

**Nimal Gunawardena**  
Chairman & CEO  
Bates Strategic Alliance

### Panelist

**Amal Cabraal**  
Director  
JKH, HNB, Lion Brewery,  
CIC Feeds  
Fmr Chairman,  
Unilever Sri Lanka

### Panelist

**Supun Weerasinghe**  
Director and Group Chief  
Executive Officer  
Dialog Axiata PLC

1020 - 1150

## Session 2 It isn't digital marketing; it is marketing in digital age

### Session Chair

**Rohan Jayaweera**  
COO  
Antyra Solutions

### Keynote 1

**Charulata Ravikumar**  
CEO  
SapientRazorfish India

### Keynote 2

**Jonathan Bonsey**  
Chairman  
Bonsey Jaden

### Panelist

**Vidya Sivaraja**  
GM Marketing -  
Sri Lanka & Indian Subcontinent  
Fonterra

### Panelist

**Rasika Karunatilake**  
Vice President,  
General Manager &  
Head of Shared Services  
Cake Labs

1150 - 1325

## Session 3 Customer Experience: will "Hyper-individualization" retire cookie cutter?

### Session Chair

**Kumudu Gunasekera**  
Director  
Stax, Singapore

### Keynote 1

**Himalee Madurasinghe**  
Chief Executive  
KANTAR LMRB

### Keynote 2

**Kanishka Weeramunda**  
Founder/Director  
PayMedia

### Keynote 3

**Jiffy Zulfer**  
CEO  
PickMe

### Panelist

**Premakumar Prashanth**  
CEO/Co-founder  
Direct2Door

### Panelist

**Tharaka Ranwala**  
Senior DGM  
Sampath Bank



1325 - 1410

Lunch



1410 - 1545

**Session 4** Welcome to the new multi-screen world:  
understanding cross-platform behaviour of consumers
**Session Chair****Thayalan Bartlet**

CEO

MullenLowe Sri Lanka

**Keynote 1****Irene Joshy**

Regional Qualitative

Director

TNS APAC

**Keynote 2****Farhan Qureshi**

South Asian

Frontier Markets

Google

**Keynote 3****Kamal Amesur**

Executive Creative Director

Hungama Digital Services

**Panelist****Sabry Haniz**

COO

GroupM Sri Lanka

**Panelist****Laksiri Wickramage**

CEO/Deputy Chairman

Derana TV

1545 - 1600

Tea/Coffee



1600 - 1730

**Session 5** Content is king, let's light the bonfire
**Session Chair****Alyna Haji Omar**

CEO

JWT Sri Lanka

**Keynote 1****Santosh Menon**

MD

BBDO Lanka

**Keynote 2****Navonil Chatterjee**

Chief Strategy Office

Y&amp;R

**Panelist****Irene Joshy**

Regional Qualitative

Director

TNS APAC

**Panelist****Jonathan Bonsey**

Chairman

Bonsey Jaden

**Panelist****Kamal Amesur**

Executive Creative Director

Hungama Digital Services

1730 - 1745

Summit Curator Overview

1745 - 1900

Networking Reception



# LBR LBO BRAND SUMMIT - PROMOTING BREAKTHROUGH CRITICAL THINKING

## SESSION 1 "BUILDING BREAKTHROUGH BRANDS IN A POST-MARKETING AGE"

The last quarter century has seen the emergence of new challenges of anthropogenic origin to human civilization, including some serious existential threats. Intensified globalization has brought societies together in an unprecedented manner. The resultant proximity and interconnection has not necessarily made the world a better place. Norms and ethos of society are fast changing, and so are consumer preferences. Digital technology, which has been sweeping the globe for over two decades, has caused disruptions to all aspects of human life.

In this context, is marketing as a business "philosophy" still highly relevant, or is it becoming irrelevant in the face of mounting upheavals. The same factors and trends are also altering the composition and dynamics of the marketing ecosystem. Hence, will marketing as a business function- advertising, distribution, promotions etc.-as we know it, come to an end? If so, have we truly reached a "post-marketing age", and would conventional marketing still be relevant?

Digital has also given birth to the "age of the empowered consumer". Consumers are no longer willing to be passive participants of engagements designed by the marketers. Instead, they want to be co-creators of the brand experience and narrators of the brand story. The company-centric approach of managing a brand as an asset, thus may not resonate with the modern consumer. Building breakthrough brands would require intense customer-centricity and resonant brand experience.

## SESSION 2 "IT ISN'T DIGITAL MARKETING; IT IS MARKETING IN DIGITAL AGE"

Digital and social media marketing campaigns are generally centered on the tactical delivery of brand content, often repurposing advertising on conventional media. While it may be serving certain purposes, such an approach is weak in generating radically different new values, as it fails to fully leverage the true transformative potential of digital.

Marketing in the digital age is about leveraging digital to a greater understanding of the consumer, and to build distinctive and deeply engaging brand experiences. Such an understanding will help to realign enterprise capabilities to serve the needs of consumers in a more relevant and profitable manner.

Digital marketing is largely efficiency-oriented and company-centered- while marketing in the digital age is consumer-centric- and is about achieving effectiveness and advancing business results. Digital marketing generally follows the journeys consumers have created themselves, while marketing in digital age is about proactively shaping customer journey to create greater value to customers and gain a competitive advantage.

## SESSION 3 "CUSTOMER EXPERIENCE: WILL "HYPER-INDIVIDUALIZATION" RETIRE COOKIE CUTTER?"

Traditional marketing assumes that cohorts and clusters targeted in marketing efforts are homogeneous. Thus, the same customer experience (CX) would have an equal appeal to every member in the target market. This assumption is not without flaws. However, in the absence of a better model, this "Cookie Cutter" CX has prevailed, as personalization of experience mass-scale was not possible.

Digital on one hand makes the traditional practices less relevant to the customer in the digital age and on the other hand offer opportunities for designing breakthrough personalized customer experiences. Digital-which is challenging the traditional assumptions, strategies, structures, and economics of marketing- is making the traditional touch points less valuable than before. One assumption that is being seriously challenged is the shopper mission. The shopper mission of exploring and discovering is seemingly shifting to one of transacting. This is probably because social and peer references are gradually taking precedent over traditional messages fabricated by marketers. Ubiquitous instant messaging and social references, while being less intrusive, seem to be much more influential than in-your-face advertising bombarded through conventional media.

The power of digital to make the traditional customer experience obsolete is well evident in the mobility space. Traditional taxi services are losing share to PickMe and Uber, which offer a personalized, much more convenient and transparent service by leveraging mobile, analytics and cloud computing.

#### SESSION 4

##### **"WELCOME TO THE NEW MULTI-SCREEN WORLD: UNDERSTANDING CROSS-PLATFORM BEHAVIOR OF CONSUMERS"**

A recent Google Research Study estimated that over 90 of all media interactions today are screen-based. The traditional television viewing experience has given way to a multi-screen environment in which people, programs, and screens are mobile—viewers can consume video content whenever they have access to a computer, mobile phone, or television set.

As consumers balance their time between smartphones, tablets, PCs and televisions, they learn to use these devices together to meet their goals. Are we seeing the terminal-age of viewership of linear television? The proliferation of channels and diverse content on one hand may drive content consumption, yet on the other hand it certainly is leading to further fragmentation of audiences, making building reach for campaigns increasingly challenging. Media clutter and diminishing product differentiation too render traditional TV less effective. Thus, doubts have often been cast regarding whether TV advertising is still getting enough response to justify the considerable costs. Meanwhile digital, which has made content ubiquitous, is unshackling audiences from the tyranny of conventional TV. The snacking of short format video on social media is chipping away the share of conventional TV. Since multi-screen behavior is quickly becoming the norm, understanding it has become an imperative for businesses.

#### SESSION 5

##### **"CONTENT IS KING, LET'S LIGHT THE BONFIRE"**

Will the passively delivered pre-fabricated brand messages (advertising including native advertising) continue to get the response they used to get in the past, in a world where the Internet is increasingly becoming the first port of call, brand differentiation is increasingly becoming difficult to establish and media is highly cluttered.

People are more receptive to authentic content that is relevant to their needs and adds value to their lives, than towards a sales pitch in the form of scripted advertising.

Content marketing is the creation (preferably co-created with consumers) and distribution of high-quality information that attracts and engages audiences online. Information that is contextually relevant to consumer needs. Content marketing through participatory and collaborative creation builds a sense of ownership and results in greater consumer affinity, deeper engagement and business results. Ever since the advent of the Internet, the content consumption behavior has taken a seismic shift. This has opened a vista of new opportunities to engage consumers with relevant content.

Thus, it is a strategic imperative for brands, big and small, to develop comprehensive content strategies by leveraging digital with an aim to connect with consumers on a deeper and more committed level for the long-term.

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**Alynna Haji Omar** - Chief Executive Officer - 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?'



**Amal Cabraal** - Director/JKH, HNB, Lion Brewery, CIC Feeds - Fmr Chairman/Unilever Sri Lanka

Amal is a leading business professional with a career spanning across four decades. The senior positions he held at Unilever were Marketing Director and Chairman (Sri Lanka), Sales and Marketing Director (Bangladesh), a senior sales position (India). As the Chairman of Unilever Sri Lanka, he delivered outstanding business results, inspired a team of corporate professionals and a workforce. He successfully led a complex, large scale supply chain restructuring and rebuilding. He presently holds advisory and board positions in some of the leading blue chip corporates in Sri Lanka. A Chartered Marketer and an MBA, Amal has had executive education at INSEAD.



**Asanga Ranasinghe** - Sector Managing Director - Laugfs Holdings

Asanga Ranasinghe is a well experienced professional with proven leadership success in marketing, sales, customer development, supply chain, corporate communication, sustainability and manufacturing and R&D. At Unilever, he held senior leadership positions in Sri Lanka, India and Pakistan. He held a key regional position in innovation and supply chain, based out of India (Hindustan Unilever). His last assignment at Unilever was as the Vice President – Marketing at Unilever Pakistan. Asanga holds BSc (Hons) and an MBA and a Chartered Marketer & Fellow Member of CIM, UK. (93). He was a member of the Regional Board of the Chartered Institute of Marketing (CIM), functioning as the Head of Corporate Integration & Market Interest Groups.



**Charulata Ravi Kumar** - CEO - SapientRazorfish India

Charu's professional career has been a transformational journey spanning across three decades in Indian sub-continent, Middle East, Asia pacific, Western Europe and US. During her career, she has had global experience in business transformation with leading global communication giants – Publicis Groupe, WPP and IPG. More than just an achiever, Charulata Ravi Kumar is a leadership figure in her field. A successful entrepreneur, she is also a Corporate Leadership coach and teaches at eminent institutions in India. She is an avid speaker and has spoken at various events, including The Wharton India Economic Forum (WIEF), Philadelphia and at various leadership, digital and women's forums in India.



**Farhan Qureshi** - South Asian Frontier Markets - Google

A communication/media strategist with over 15 years of experience in US, Afghanistan, and Pakistan, his expertise and skill set covers all facets of communication management with special focus on the consumer, banking, media, airline, and telecommunication. Key clients forming Farhan's portfolio include P&G, Coca-Cola, Telnor, Samsung, Engro, Total, American Express, Pfizer, IBM, Home Depot, Disney, Microsoft, Nokia and Emirates. Farhan understands the needs of sophisticated companies having worked at Millward Brown in the US with the leading Fortune 500 companies. Farhan holds an MSc (Boston University) and an MBA (Institute of Business Administration Karachi).





**Himalee Madurasinghe** - CEO - Kantar LMRB

Himalee has over 20 years of work experience including 14 years in market research at LMRB. She headed the LMRB Household Panel for seven years and has extensive experience on consumer behaviour research. She was appointed the Head of Quantitative Research in 2006 and she led her team to triple business before taking over as the Deputy CEO in 2010. Himalee had her primary and secondary education at St. Bridget's Convent, Colombo. She holds a Bachelor's Degree in Business Administration from the University of Ottawa, Canada, where she graduated with honours. She also holds a Bachelor's Degree in Law from the Open University of Sri Lanka.



**Irene Joshy** - Regional Qualitative Director - TNS APAC

Irene has over 17 years of research experience. She started her career as a lecturer at Mumbai University and has since worked in reputed market research agencies like IMRB International, Indica Research (Ipsos) & The Nielsen Company. Irene has also worked in advertising and on the client side in an insights role. She was a Senior Brand Planning director for Lowe and the Consumer Insights Manager for Colgate Palmolive Pvt. Ltd, India. In the end, Irene returned to her passion – qualitative research at an agency. After heading the qualitative practice for Nielsen India, she later moved to TNS India. Irene currently leads one of the largest teams in qualitative for TNS China.



**Jiffy Zulfer** - CEO - PickMe

An early entrepreneur in the Tech space in Sri Lanka, Zulfer ran a server solutions company out of his room when he was still in School. He then went on to develop a peer to peer trading platform for which he closed the initial round of funding, this was during the time when the dot com bust and twin tower attack occurred. Subsequently Zulfer set up a fully-fledged Internet Agency, which he successfully exited. Just Prior to PickMe, he was part of the founding management of anything.lk, a daily deal company, which was the first of its kind in the ecommerce space in Sri Lanka, and was a successful tech startup.



**Jonathan Bonsey** - Chairman - Bonsey Jaden

Jonathan has over 20 years of brand and strategy development and design experience in Asia, Europe and the US. After 5 years as Managing Director at Addison Design in Singapore, and 3 years in San Francisco, Jonathan branched out to set up Bonsey Design in 1993, and has led his team towards award winning designs across the Asia Pacific. In 2014 Jonathan partnered with the Jaden Group to establish Bonsey Jaden in Singapore. He is one of Asia's most experienced design consultants and is an active speaker and contributor to the development of branding and strategy in Asia.



**Kamal Amesur** - Executive Creative Director - Hungama Digital Services

With 16+ years of experience Kamal can unabashedly say that he has the insights coupled with a keen understanding of the digital consumer which helps him to translate ideas into effective solutions. Some of the clients he is directly working with include Singapore Tourism Board, Godrej Securities, Godrej Corporate and Mars Foods among others. He has also been actively involved in many National and International award-winning campaigns for HDS and has been a jury member at the Promotions and Marketing Awards of Asia, the ABBY Awards, DMA Asia & the Globes. Whilst not working, he likes to breathe or rather do Pranayam.



**Kanishka Weeramunda** - Founder/Director - PayMedia

Kanishka has over 15 years of experience in the local and international IT sphere, the area of expertise spreads across Insurance, Manufacturing, Retail and Energy sectors. Kanishka holds a BIT and a Master's degree and presently reading for PhD. As a visionary of the future, he passes the knowledge acquired to students in global universities; University of Middlesex, Post Graduate Institute of Management in UAE and Qatar, American University of Emirates, in UAE with designations as a Member of the British Computer Society (BCS) and as a Chartered IT professional (CITP).



**Kumudu Gunasekera PhD** - Director - Stax Inc

At Stax, Kumudu works with a global team to deliver actionable insights to clients worldwide. Prior to joining Stax, Kumudu was a Principal with Parsons Brinckerhoff (USA.), the professional services arm a global infrastructure group that delivers services essential to the development. At Parsons Brinckerhoff, Kumudu successfully led a global, multi-disciplinary consulting teams on large and small strategic consulting assignments in many parts of the world. 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.



**Laksiri Wickramage** - CEO/Deputy Chairman - Derana TV

Laksiri, a product of Trinity College, Kandy has over two decades of experience in the field of Marketing, where he has contributed towards building one of Sri Lanka's "best loved brands" – Elephant House. At the time of leaving Ceylon Cold Stores, a subsidiary of John Keells Holdings, he was the Vice President of the Food and Beverage Sector.



**Navonil Chatterjee** - Chief Strategy Officer - Y&R

Navonil has close to 20 years of experience in advertising across various clients like Unilever, ITC, Nike, Pepsico, Tata Motors, Titan, Madura Garments, Godrej, Heinz etc. Featured by Media magazine as one of Asia's top 10 young planners, Navonil has won several national and international marketing effectiveness awards. Navonil started his career at entered the industry in McCann Erickson and moved to JWT. He was chosen as JWT's first ever Global Brand Pioneer and was also a part of JWT's global High Potential Group. As Chief Strategy Officer of Y&R India, he heads the strategic function of Rediffusion India across all offices.



**Nimal Gunawardena** - Founder, Leader & Strategist - Bates Strategic Alliance

Nimal Gunawardena is a flower child of the Woodstock generation who escapes at 17 to absorb US life and idealism of the era. His 40+ years in marketing, communications and edutaining starts with early days of creativity in advertising, music and theatre. After writing Sri Lanka's first rock opera and running off to play in a rock band in Iran in the '70s, he reverts to his career in advertising and marketing, taking a break to work in New York as Asia-Pacific Regional Director at AFS Intercultural Programs. His 10 years at Reckitt & Colman culminates as Marketing Director, when he gets headhunted to lead JWT Colombo. In 1993, he starts his own pioneering IMC enterprise and becomes an evangelist for PR, supported by Bates and Burson-Marsteller. He continues to teach and provoke thought while edutaining with his compositions and blues piano. He believes marketers must forsake consumerism and use their capabilities to save the world. Chartered Marketer, CIM Fellow, CIPR and AMA member. SLIM Past President, Four A's Founder President and ONUR Board Member.



**Premakumar Prashanth** - CEO/Co-founder - Direct2Door

Prashanth Premakumar is the CEO and Co-founder of Direct2door. He is a passionate entrepreneur, determined to build a data driven enterprise. Prashanth comes from a strong data analytics background having graduated in mathematics and statistics from University College London and having started his early career in quantitative finance. He believes in building simple solutions to common problems with business intelligence and data analytics as the core tools. Direct2door is one such company which is revolutionizing the use of data analytics in every aspect of their operations. Prashanth's vision is to establish a data driven household concierge platform.



**Rasika Karunatilake** - Vice President, GM and Head of Shared Services - CAKE LABS

Rasika has 20 yrs. experience in the IT industry and has played key roles in Marketing, Sales, HR, IT, Finance, Project/process Management and General Administration at CAKE LABS. Prior to this he worked at Millennium IT where he led Delivery for several high profile accounts in the global capital markets domain.



**Rohan Jayaweera** - COO - Antyra Solutions

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.



**Sabry Haniz** - COO - GroupM Sri Lanka

Sabry Haniz is a product of Wesley College, Colombo. At present, he's reading for his MBA at the University of Wales. Since 1998, he has been with the WPP group. He started at JWT as a Media Group Head, went on to become the Associate Vice President cum Media Director. Later, he had the distinction of being the first Sri Lankan to head Mindshare. Now he's the COO of GroupM Sri Lanka and a member of South Asia Executive Committee. He is proud to have been part of the team that has shaped GroupM into becoming Sri Lanka's largest and most awarded one-stop shop for marketing investment.



**Santosh Menon** - MD - BBDO Lanka

Santosh Menon is MD, BBDO Lanka. Under his leadership, BBDO chose to become Asia's first carbon neutral advertising company and commemorated the event by creating the 'First ever billboard that cleaned Air'. Santosh Menon has over 25 years of experience in advertising. He has worked in India, Indonesia and Sri Lanka. He was Managing Director at FCB Indonesia. And has led on clients as diverse as P & G (India), Baygon (Indonesia) and Fonterra (Sri Lanka). Under his leadership, BBDO Sri Lanka continues to find purpose by being a force for good in Sri Lanka.



**Sunil Sethi** - Managing Director - Sri Lanka & Indian Subcontinent - Fonterra Brands

Sunil has over 28 years of FMCG experience and brings in broad-based expertise in the areas of strategy, operations & business development. Having worked across Asia Pacific, Sub-Sahara Africa and some Central Eastern Europe markets, he brings in a deep understanding of consumer, customer, trade & cultural nuances. He started his journey in the corporate world with Wipro Consumer Care in India. He has also worked for some blue-chip multinationals like Frito-Lay, Diageo, Colgate Palmolive, Mondelez & Kellogg. He has proven his expertise in leading start-ups, growing mature businesses & successfully managing crisis situations.





**Supun Weerasinghe** - Director and Group Chief Executive Officer - Dialog Axiata PLC

Supun held the positions of CEO and Managing Director of Robi Axiata Limited in Bangladesh from 2014 to 2016 and Group Chief Strategy Officer (GSCO) of Axiata Group Bhd in Malaysia prior to returning to Dialog Axiata in 2016. At Axiata, he also served as the Head of Network Transformation Strategic Business Unit under which he led the Group Technology, Carrier Collaboration and Axiata Intelligence Unit. Supun started his career at Dialog in 1999 and held multiple roles such as Head of Strategy and CEO of the Mobile Business before being appointed as the GCOO in 2010. Supun is a fellow member of the Chartered Institute of Management Accountants, UK and holds a BSc in Accountancy and Financial Management and an MBA. He is an alumnus of the Harvard Business School.



**Tharaka Ranwala** - Senior DGM - Sampath Bank

Tharaka has over 16 years' experience in Retail Banking in Consumer and International Marketing, Brand Management, Corporate Communications, Market Development and CSR. He has served both as a Judge and Chief Moderator at the Sri Lanka's premier advertising awards, "The Chillies". He has also been a Judge at the "Effie's" in 2011/2012 & 2013 and was the Jury Chair in 2016 and Brand Excellence Awards in 2010. Tharaka is a Fellow of CIM (UK), holds a postgraduate Diploma in Marketing (CIM), Chartered Marketer and a Certified Professional Marketer (CPM) of the Asia Pacific Marketing Federation. He is also Director of Siyapatha Finance Ltd., a subsidiary of Sampath Bank PLC.



**Thayalan Bartlet** - CEO - MullenLowe Sri Lanka

Thayalan is an advertising professional with 26 years of experience. Among the senior position, he held as Chairman/CEO of JWT Sri Lanka, Chief Operating Officer of JWT Indonesia. After leaving JWT Indonesia he began consulting for clients and agencies in Indonesia until he took-up a new position as Chief Executive Officer of MullenLowe Sri Lanka in August 2016. Thayalan's extensive experience spans categories like FMCG, Telecom, Banking & Finance and Tourism. He has been involved with brands like Unilever, Nestle, HSBC, Millicom, Dialog Axiata and Airtel. In 2009, Thayalan was awarded the WPP Atticus Award for Advertising for his paper "marketing in the age of turbulence".



**Vidya Sivaraja** - GM Marketing- Sri Lanka & Indian Subcontinent - Fonterra

Vidya has 17 years of experience at Unilever and 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 is passionate about building brands and people and in her free time she supports women in startups.



**Vikas Mehta** - Group CMO & President, Marketing Services - MullenLowe Lintas Group

Vikas has worked with the global MullenLowe Group since 2006 in various leadership roles. He's lived in India, VietNam and Singapore; and managed agencies across 15 countries in the Asia-Pacific region. He moved to India in 2013 to head marketing for MullenLowe Lintas Group as the first CMO in Indian advertising. Named President, Marketing Services in 2015 by the group, he runs LinTeractive; full service digital agency, LinEngage; An experiential marketing agency, GolinOpinion; India's leading PR agency and LinConsult; a brand consulting firm. Champion of an 'omni-channel' approach, Vikas believes in 'marketing for a digitized world' more than 'digital marketing'.

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