

LBR LBO Enterprise Summit 2015

# SRI LANKA - TECHNOLOGY DRIVES DISRUPTION **EMBRACE OR FACE EXTINCTION**

08.45 AM to 06.00 PM, Tuesday 14th July 2015 Oak Room, Cinnamon Grand, Colombo, Sri Lanka

*"The reason why it is so difficult for existing firms to capitalize on disruptive innovations is that their processes and their business model that make them good at the existing business actually make them bad at competing for the disruption."*

- Clayton Christensen -

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**Lakshaman Bandaranayake**  
Founder / Publisher LBR LBO

## Dear Speakers, Invitees and Summit Delegates,

Let me first extend a very warm welcome to you to the LBR LBO Enterprise Summit 2015. Thank you so much for being a partner to the 3rd annual edition of the Summit, which has now become the country's premier conference on enterprise leadership, management and technology.

Disruption is not new to civilization.

Since the dawn of civilization, human beings have experienced disruptions of both natural and anthropogenic origin. Natural history and the history of human civilization provide abundant examples of disruption: geological, ecological, social, political, and technological.

Disruptions in social, political and economic orders have helped civilization move forward. Agricultural, technological, and economic innovations have pulled nations out of the "Malthusian Trap," and hundreds of millions of people out of abject poverty.

During the final quarter of the 20th century the term "disruption" began to appear in conversations on corporate strategy. Every other new start-up aimed at developing new technologies to disrupt existing businesses. Traditional, century-old businesses were told that they were sitting ducks and would soon fall victim to disruptive technologies developed by competitors emerging from unforeseen and unexpected domains. "Disrupt, or be Disrupted" became not just a venerated corporate slogan but a strategy for survival.

Disruption can often be destructive, but managed well, disruption can be a rich source of new value in business. Today, "business disruption" is no longer considered to be a fleeting trend, but the "new normal".

The digital technology that exploded during the last twenty years brought in a new era in human civilization. The advent of digital technology has exponentially accelerated the pace of technological disruptions. Termed "Digital Renaissance" by Carly Fiorina, a Presidential hopeful and former Chief of HP, this explosion swept the world, crossing physical boundaries, empowering people, and bringing new lease to a host of industries.

The social, political, and economic fabric of society has been altered dramatically in less than two decades. Technology-powered disruption, coupled with the forces of globalization, has played a catalytic and accelerating role in bringing unprecedented new value- to customers, community, and shareholders.

The power of technological disruption has been most visible and impactful in the economic behavior of people. The way people share information vital to their economic behavior and the way they buy and consume are fast changing. The way enterprises manage their supply chains and value chains, engage stakeholders and create value has been undergoing radical changes. Technology has facilitated the emergence of new business models, which offer greater value than existing ones. Some corporates fell victim to technological disruption while others thrived. Those who thrived were the ones who built new value propositions and business models to delight customers and other stakeholders.

Digitally mature companies such as Google and Amazon as well as recent entrants such as Airbnb and Uber, build new businesses on ubiquitous digital technologies. They leverage digital technology to challenge traditional industries. They brought new value to convenience, "enriched user experience," and economy.

What is interesting to note is that these companies didn't necessarily invent new technologies. They leveraged existing technology to build new business models. The undeniable reality is that at any given time your company is most likely either disrupting other companies or being disrupted by a competitor you may have never seen before.

# MESSAGE FROM FOUNDER/PUBLISHER LBR LBO

LAKSHAMAN BANDARANAYAKE

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Technology has brought new dimensions to human connectivity, subjected political structures to severe stress, and altered the center of power by decreasing information asymmetry. The digital age has obliterated the scripted, one-way flow of information that existed during the past era, which had the power to propagate messages concentrated among a few.

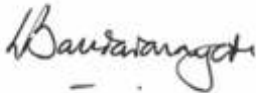
The challenges Sri Lanka's industry face today are how best to protect itself from disruptions that could threaten its economic future, how to build new business models to move the whole economy up in the value chain, escape from the middle-income trap, and propel itself to the level of a high-income economy.

The 2015 edition of LBR LBO ENTERPRISE SUMMIT is dedicated to understanding how technology is impacting the consumer, business, and economy in an unprecedented manner, and how enterprises should embrace and also respond to technology driven, globalized and rapidly evolving business disruption.

We have invited nearly thirty corporate leaders, innovators and entrepreneurs to take the stage in five insightful and thought provoking sessions. I am sure you will find the Summit enjoyable, fruitful and stimulating.

Let me also take this opportunity to thank all our speakers, the organizations they represent, and all our sponsors and service providers who made this event possible.

Have a great day!



Lakshaman Bandaranayake



Today technology is so pervasive that we are more likely to notice its absence than its presence. We carry smart devices with us at all times and spend most of our waking hours online.

This transformation has shortened the distances between us; empowered us with instant access to the world's information and granted us the ability to share our ideas with the world at the speed of typing.

So, it is only natural that an enormous and ubiquitous power such as this brings with it great disruption. As our capabilities and capacities increase we use them to satisfy our wants and needs with greater ease and elegance. Entire industries built upon satisfying customers using industrial technologies are slated to be displaced by the mobile, social and user driven solutions of today. This is what we witnessed when we saw 'Netflix' make video rental obsolete and 'iTunes' make CD stores irrelevant. It is how 'Uber' turned anyone with a car and a cellphone into a cab driver and 'Air BnB' turned any home with an extra sofa into a hotel.

This unprecedented, exponential business overhaul scares some organizations. Large companies whose size and scale have granted them dominance in their respective industries are being challenged by start-ups with small teams and simple products.

As long held preconceptions are being turned on their head, stability ceases to be a safe refuge while constant change and simplicity seem to be the only virtues that grant survival.

But it is this very simplification of technology that is the real power of the digital revolution we are witnessing, as well as the greatest opportunity that it provides us.

Technology today isn't just for the technopath, it is for everyone. Everyone is a user and everyone is a creator. Today we all participate in the evolution of technology and the leading tech companies of the world rely on users to make their solutions exciting. Where would 'Uber' or 'Amazon' be without user reviews? Where would 'Twitter', 'Instagram' or 'Youtube' be without our content? Why would we get on 'Facebook' if none of our friends were there?

It is also the easiest time in history to turn an idea into a technology, and the time span between concept and solution is the shortest it has ever been. All that is required of you to participate in this revolution is that you imagine a better way of doing things and conceptualize it.

That is what we are doing at Leapset, we look at how customers interact with restaurants and we make that interaction as easy and elegant as possible. Our technology is state of the art but simple to use, because our technology is for everyone.

This year we partnered with LBR LBO because we wanted to share this opportunity with you. It's time that we all become active participants in this tech revolution and choose either disruption or extinction. So we invite you all to ask this question of your respective industry:

"Do you do things the best way you can or just the way you have always done it?"

Because the technology to recreate the world is at your fingertips, if you just have the courage and creativity to re-conceptualize it.

# We are *Leapset*

## Our Platform is a Restaurant Operating System

Leapset's Restaurant Operating System (ROS) is changing the way small and medium businesses interact with their customers. We are using technology to revolutionize the way our merchants interact with their customers and are fast becoming the default digital platform for the restaurant industry.

## We are based in the Silicon Valley

Leapset is Sri Lanka's foremost example of a successful Silicon Valley technology company. Our success is built on combining Silicon Valley innovation with Sri Lankan engineering talent to build disruptive solutions. That is why we are one of the fastest rising tech companies in Sri Lanka.

## We teamed up with Sysco

Leapset is an associate company of Sysco, a fortune 100 company and the world's largest food services corporation. Sysco brings with them a captive audience of over 400,000 restaurants and exclusive access to their sales team of over 9000 associates across the USA.

[engineering.leapset.com](http://engineering.leapset.com)



Time	Sessions
07.30 - 08.45	Pre-conference - Breakfast & Registration
08.45 - 09.00	Opening

### 09.00 - 10.15 Session 01

#### Business Leaders Round Table - Business Model Disruption is Here, Are you Ready?

##### Session Chair

**Shyam Sathasivam**  
Director  
Sunshine Holdings PLC

##### Guest Panelists

**Linda Speldewinde**  
Founder and Managing Director  
AOD International Design Campus  
& Sri Lanka Design Festival

**Ajit Gunewardene**  
Deputy Chairman  
John Keells Holdings PLC

**Ashroff Omar**  
CEO  
Brandix

**Aravinda Perera**  
Managing Director  
Sampath Bank

**Muhunthan Canagey**  
Chief Executive Officer  
ICTA

**Mani Kulasooriya,**  
Cofounder and Chief Executive  
Leapset

10.15 - 10.30



### 10.30 - 11.45 Session 02

#### Leadership Competencies for Disruptive Innovation

##### Keynote Speaker

**Udena Wickremesooriya**  
Board Director  
Brandix

##### Session Chair

**Deepal Sooriyaarachchi**  
Commissioner/Chairman  
Sri Lanka Inventors Commission

##### Guest Panelists

**Ramesh Shanmuganathan**  
Executive VP / CIO  
John Keells Holdings PLC

**Shanil Fernando**  
Managing Director Sri Lanka  
and SVP Engineering  
Leapset

### 11.45 - 01.00 Session 03

#### The Power of Customer Centric Disruptive Innovation

##### Keynote Speakers

**Tim V. Stagg**  
Technical Director  
3M Asia

##### Session Chair

**Ruwindhu Peiris**  
Managing Director, Sri Lanka  
Stax

##### Guest Panelists

**Roshan de Silva**  
Marketing Director  
Fonterra Brands

**Irfan Ahmed**  
Director Consumer Insight  
and Innovation  
MAS Bodyline

**Nathan Sivagananathan**  
Chief Growth Officer  
MAS Holdings  
Member  
MAS Apparel Board

**Niranka Perera**  
Chief Executive Officer  
Antyra Solutions

01.00 - 01.45





Time	Sessions
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02.00 - 03.45 **Session 04**

### Understanding and Enhancing Customer Experience Using Digital

#### Keynote Speakers

**Sheyantha Abeykoon**  
Chief Executive Officer  
WOW.lkns

**Romesh David**  
President, Transportation Group  
John Keells Holdings PLC

**Khurram Jamali**  
Performance Lead (LCS)  
South Asia Emerging Markets  
Google

#### Session Chair

**Manju Fernando**  
CEO/Director  
Axiata

#### Guest Panelists

**Udana Wickramasinghe**  
Director ICT  
Sri Lanka Tourism

**Jim O'Connor**  
Senior VP, Go To Market  
Leapset

**Rohan Jayaweera**  
COO  
Antyra Solutions  
Fmr Country Consultant/Google

03.45 - 04.00



04.00 - 05.30 **Session 05**

### Building Disruptive Business Models: Opportunities & Challenges

#### Keynote Speakers

**Mani Kulasooriya**  
Co-founder and Chief Executive  
Leapset

**Brian Beach**  
President and Senior VP  
Business Development  
Sysco Ventures

#### Session Chair

**Rohan Jayaweera**  
COO  
Antyra Solutions  
Fmr Country Consultant  
Google

#### Guest Panelists

**Shahani Markus**  
Founder, CEO  
Emojot: Co-founder, CTO / Auxenta  
Co-founder & CEO  
Capaxus

**Dumindra Ratnayaka**  
Chairman/ Senior Consultant  
Martin & George

**Warner H. Siebert**  
Co-Founder & CEO  
BuzzTable  
Co-Founder  
Branded Evolution

05.30 - 07.00

**Networking**  **Reception**

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## SESSION 1

"BUSINESS LEADERS ROUND TABLE - BUSINESS MODEL DISRUPTION IS HERE, ARE YOU READY?"

### "BUSINESS LEADERS ROUND TABLE - BUSINESS MODEL DISRUPTION IS HERE, ARE YOU READY?"

Business model disruption is not just what will happen in a distant future or what will happen in distant markets.

It's happening right here, right now.

Technology is accelerating disruption as never before.

The "shared economy" is challenging the long established business model of the hospitality industry. Disintermediation by technology is threatening the traditional travel business. Mobile operators are promoting cashless transactions and threatening the banking industry. Manufacturers are short-circuiting retailers by promoting online sales. Social media is taking audience share from traditional media. Mass media advertising is fast losing its ability to control its message, and consumers no longer trust carefully crafted commercial messages. Political messages travel faster on mobile apps than through political rallies. Patients challenge the prescriptions of medical practitioners. All such developments are business model innovations, which leverage emerging digital technology.

### SESSION CHAIR



**Shyam Sathasivam**  
Director  
Sunshine Holdings PLC

Shyam joined Sunshine Holdings PLC, a listed diversified conglomerate, as Board Director in 2005, primarily focused on the healthcare business and new growth opportunities. He is currently the Managing Director of Sunshine Healthcare, which partners with over 40 leading international healthcare companies to market their products in Sri Lanka.

Shyam graduated from the London School of Economics & Political Science, UK and started his career as a Corporate Finance Associate at Arthur Andersen, London. He holds a MBA from the Kellogg School of Management, Northwestern University, Chicago.

Shyam is a member of the Young Leaders steering committee and the Cosmetics & Pharmaceuticals steering committee of the Ceylon Chamber of Commerce. He is a Board Director of Watawala Tea Ceylon and a member of the Young Presidents Organization.

## SESSION 1

"BUSINESS LEADERS ROUND TABLE - BUSINESS MODEL DISRUPTION IS HERE, ARE YOU READY?"

### GUEST PANELISTS



**Linda Speldewinde**

Founder and Managing Director  
AOD International Design Campus  
& Sri Lanka Design Festival

Linda Speldewinde is a pioneering figure in Sri Lankan design education. She is the founder of the AOD International Design Campus (Academy of Design) and Sri Lanka Design Festival as well as the Island Craft Project. Having won the British Council Young Creative Entrepreneur award in 2009, she linked the UK's design industries with Sri Lanka which led to AOD partnering UK's prestigious Northumbria University to set up a leading series of international design degree programs in Sri Lanka.

Linda's works in enriching the Sri Lankan design sector, stems from education and resonates through creating international platforms and opportunities for design students, local creative companies, artisans and designers as well as, protecting the country's indigenous creative heritage within contemporary times. Linda holds an MBA from the Postgraduate Institute of Management (PIM).



**Ajit Gunewardene**

Deputy Chairman  
John Keells Holdings PLC

Mr. Ajit Gunewardene is the Deputy Chairman of John Keells Holdings PLC and has been a member of the Board for over 20 years. He is the Chairman of Union Assurance PLC. He is a member of the Board of SLINTEC, a company established for the development of nanotechnology in Sri Lanka under the auspices of the Ministry of Science and Technology.

He is also an Advisory Committee Member of COSTI, the Coordinating Secretariat for Science Technology and Innovation under the purview of the Minister (Senior) of Scientific Affairs. He has also served as the Chairman of the Colombo Stock Exchange. Ajit has a Degree in Economics and brings over 31 years of management experience.



**Muhunthan Canagey**

Chief Executive Officer  
ICTA

Muhunthan Canagey has been in the ICT industry for over two decades and is one of the country's youngest entrepreneurs. He stepped into the field of IT at a very young age of 16. Canagey holds a Master's Degree in Information Technology from the University of Keele (UK) and has extensive knowledge of the industry.

He was the founder and CEO of multiple technology enterprises and was the founder and CEO of a highly successful enterprise in the area of satellite communication and media: a first of this nature to be formed in Sri Lanka.



**Aravinda Perera**

Managing Director  
Sampath Bank

Counts over 29 years in the Banking sector. Fellow Member of Institute of Bankers, Sri Lanka; Fellow Member of the Chartered Institute of Management Accountants, UK; Chartered Engineer and member of the Institute of Engineers, Sri Lanka; MBA from the University of Sri Jayewardenepura; Bachelor of Science degree in Engineering from the University of Moratuwa.

## SESSION 1

"BUSINESS LEADERS ROUND TABLE - BUSINESS MODEL DISRUPTION IS HERE, ARE YOU READY?"

### GUEST PANELISTS



**Mani Kulasooriya**

Cofounder and Chief Executive  
Leapset

Born in Sri Lanka, studied in the United States, and married to a Spaniard, Mani has an appreciation for every culture he encounters—especially their cuisines. Whether it's sheep's brains, fried crickets or baby eels, there isn't a dish he's shy to try. Mani has a BS in engineering from Tulane and an MBA from Vanderbilt. His past roles include Founder of Monvia, Head of Business Development at Yahoo! Finance and Head of Product at Yahoo! PayDirect, Co-Founder at CrossFunds and VP at Citigroup e-Citi.



**Ashroff Omar**

CEO  
Brandix

Ashroff Omar, Chief Executive Officer of Brandix Lanka Ltd, is a leading industrialist and a prominent figure in the apparel industry. He is a Director of Phoenix Ventures Ltd – the holding company of Brandix Lanka Ltd, where he also serves as Director on many of its subsidiary companies.

Ashroff Omar was instrumental in the establishment of The Joint Apparel Association Forum (JAAF) – the apex body of the apparel industry primarily involved in driving strategy for the industry, which he chaired at its inception. He is also the former Chairman of the Sri Lanka Apparel Exporters Association and is a frequent spokesperson for the apparel industry.

He serves as a Non-Executive Director on the Board of John Keells Holdings PLC, Director of the Sri Lanka Institute of Nanotechnology (SLINTEC), Board of Directors of the United States-Sri Lanka Fulbright Commission and Chairman of the Advisory Committee on Garments – Export Development Board (EDB). He also serves as the Hon. Consul General of the Republic of Finland.

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## SESSION 2

"Leadership Competencies for Disruptive Innovation"

### "Leadership Competencies for Disruptive Innovation"

Traditionally, Sri Lankan businesses are performance oriented. We as a culture promote achieving performance targets from the early days of our lives, starting from Grade Five Scholarship exams. The willingness, courage and ambition to challenge status quo are not valued by society and not induced through education and professional training. Widely practiced rote learning blunts creativity. The entrepreneurial classes are less valued than professionals.

Against this backdrop, enterprises face the daunting task of encouraging, instilling and nurturing disruption-oriented cultures.

#### KEYNOTE SPEAKER



**Udena Wickremesooriya**  
Board Director  
Brandix

Udena is a Member of the Brandix Board with responsibility for the Apparel Group. He also oversees the Innovation and Corporate Social Responsibility divisions of Brandix. Prior to joining the Apparel industry, Udena worked in the FMCG sector with Unilever Sri Lanka and the Banking industry with NDB and has held several positions in Supply Chain, Operations, Finance, IT and Human Resources.

#### SESSION CHAIR



**Deepal Sooriyaarachchi**  
Commissioner/Chairman  
Sri Lanka Inventors Commission

Mr. Deepal Sooriyaarachchi is a visionary leader with a proven track record in the corporate world, a consistent contributor to the development of the marketing profession and broader national issues, a thought leader in management, an author, speaker, trainer, and consultant with special capabilities in Marketing, Strategy and Human Resource Development.

Counts over thirty years of experience in Sales, Advertising, Marketing, Human Resource Management and General Management of that over fifteen years in senior management level enriched by local as well as international experience and exposure.

## SESSION 2

"Leadership Competencies for Disruptive Innovation"

### GUEST PANELISTS



**Ramesh Shanmuganathan**

Executive VP / CIO  
John Keells Holdings PLC

Ramesh is a member of the Group Management Committee of John Keells Holdings and has over 25 years of experience in the ICT industry both in Sri Lanka and the USA. Ramesh is a Hayes-Fulbright

Scholar and holds a MSc with Phi Kappa Phi Honours from Rochester Institute of Technology, a MBA from Postgraduate Institute of Management, BSc. (Electronics & Telecommunications) with First class honours from University of Moratuwa.

He is at present reading for his Doctor of Business Administration at International School of Management, Paris, France. He is a Chartered Engineer, Chartered IT Professional and Fellow of the British Computer Society. He is the Chair of the Sri Lanka Association of Software and Services Organization's CIO Council and is actively involved with ICTA in steering IT to greater heights within the country.



**Shanil Fernando**

Managing Director Sri Lanka  
and SVP Engineering  
Leapset

Shanil has a BSc in Computer Science from the University of Warwick. Shanil was a founding member of Virtusa where he built a global delivery organization starting with just eight developers, growing it to over 4,000 and ultimately taking the company public on Nasdaq. One day Shanil wants to sit in the Oval Office and eat a mouth-watering steak.



## SESSION 3

"The Power of Customer Centric Disruptive Innovation"

### "The Power of Customer Centric Disruptive Innovation"

Disruptive innovation is not about slaying giants, or creating things for academic and intellectual pleasure. Disruptive innovation is about creating new value for stakeholders.

In today's competitive world, the robustness of value propositions is determined by their relevance to the customer's needs, and ability to offer a point of differentiation. In a fast-paced competitive world, achieving a non-replicable and sustainable point of differentiation is not plausible as everything today is replicable in the medium to long term. Hence, the life expectancy of value propositions and corresponding business models is increasing.

Thus, the journey of disruptive innovation should begin with the customer, because no innovation will survive in the marketplace unless it provides value to the customer.

The traditional organization-characterized by highly structured processes, functional depth, and the isolation of the customer and consumer perspectives in a single function is felt to be too slow, too expensive, and too ineffective for today's consumers and markets. In this context, enterprises need to transform themselves into consumer-focused enterprises.

### KEYNOTE SPEAKERS



**Tim V. Stagg**  
Technical Director  
3M Asia

Tim is the Technical Director of Asia for 3M Company and is based in Tokyo, Japan. Responsibilities include R&D leadership for 10 Countries in Asia and over 28 businesses within 3M Company. He has worked in many functions and business areas giving him a broad view of the company and the innovation process that drives 3M.

Tim holds a Masters' Degree in Chemical Engineering from Michigan Technological University. Tim has developed many new products and technologies in wide variety of applications; aerospace, packaging, digital printing and optical light management. Tim has held many business leadership roles within the company.

He received his MBA from the Carlson School of Management at the University of Minnesota. Tim also has been trained in Six Sigma and held a leadership role as Master Black Belt responsible for industrial supply chain and integration of Six Sigma into newly acquired companies within 3M.



**Nathan Sivagananathan**  
Chief Growth Officer – MAS Holdings  
Member – MAS Apparel Board

Nathan has served as the CEO of Bodyline prior to undertaking his current role as the CEO of MAS Design. He is a member of the Apparel Board of MAS Holdings – the group which has an annual turnover of US\$ 1 Billion is the largest Apparel Manufacturer in South East Asia with an employee base of 65,000 people globally. He has been instrumental in developing design capability at MAS whilst also spearheading Innovation across the organization.

Nathan has also been recently promoted as Chief Growth Officer, MAS Holdings and is charged with generating new businesses and contributing to the drive to take MAS to the US\$ 2 Billion goal by 2020.

Nathan earned his Degree in Engineering Management from the University of Hertfordshire and completed Executive Education at the Columbia University and Harvard Business School.

## SESSION 3

"The Power of Customer Centric Disruptive Innovation"

### SESSION CHAIR



**Ruwindhu Peiris**  
Managing Director, Sri Lanka  
Stax

Ruwindhu Peiris is a Managing Director at Stax Inc., and serves as the head of the Colombo Office. Additionally, Ruwindhu works across our offices to enable an agile and efficient operating platform. He works closely with the other Directors to synthesize our unique experiences to develop innovative new service offerings that help clients maximize investments and capitalize on emerging opportunities.

Prior to joining Stax, Ruwindhu was Vice President and the Head of Operations for Virtusa Corporation, a global information technology (IT) services company providing IT consulting, technology and outsourcing services. In this role he was accountable for strategy execution via business planning, resource management, and overall operations optimization.

### GUEST PANELISTS



**Irfan Ahmed**  
Director Consumer Insight  
and Innovation  
MAS Bodyline

Irfan has 15 years experience in emerging markets and digital trends. He is Director – Insights and Innovation MAS Bodyline Pvt Ltd. Prior to this he was Chief Marketing Officer at Digital Commerce Lanka as well as Head of marketing Dialog Axiata PLC., Sri Lanka's largest mobile service operator.

Irfan worked in advertising as Head of Account Management and Brand Strategy at JWT until June 2011. He developed strategy and handled operations for over 100 brands from large MNC's such as Unilever and Nestle to local and Asian conglomerates' such as AA Paper Thailand. He was part of the JWT Digital Acceleration Program for South Asia from 2008 – 2011.

He specializes in consumer and market insight, brand development, marketing strategy and digital marketing. Irfan is the co Co Founder of Thunkk Technologies, a social innovation lab with competencies in IOT (Internet of Things).



**Roshan de Silva**  
Director- Marketing  
Fonterra Brands

Roshan has over 13 years of experience in FMCG marketing in multinational companies in Sri Lanka and across Asian markets. Currently the Marketing Director of Fonterra Brands Lanka – the leading dairy nutrition provider for Sri Lanka. He previously held regional roles as Acting Brands & Category Director and Regional Category manager for ANCHOR/ Everyday Nutrition category for Fonterra Brand (AME)Ltd covering markets such as China, Indonesia, Malaysia, Taiwan, Philippines & UAE. Responsible for developing regional strategic plans, generating sustainable top line growth, market share and profitability through developing brands and launching new products by leveraging powerful consumer insights across international markets.

Roshan had his primary and secondary education at Royal College, Colombo and then went on to obtain BSc degree (Business) from Manchester Metropolitan University with first class honours, he also holds a Postgraduate Diploma in Marketing from Chartered Institute of Marketing, UK.



**Niranka Perera**  
Chief Executive Officer  
Antyra Solutions

Niranka is a digital marketer with over 12 years' experience in e-commerce, digital strategy and business development. Recognized as one of the '20 Best Digital Marketing Professionals' in the world at the World Marketing Summit 2013, Niranka has guided the digital futures of award winning brands, from web development to social media monetization. He has developed strategies and managed the execution of digital campaigns for over 160 brands in globally.

Niranka is a Chartered IT Professional, a 'Google AdWords Qualified Individual', has a Google Analytics Individual Qualification and a MBA. He conducts digital marketing programs with an emphasis on justifying the business case for Digital, in Sri Lanka.

## SESSION 4

"Understanding and Enhancing Customer Experience Using Digital"

### "Understanding and Enhancing Customer Experience Using Digital"

Sri Lankan consumers are becoming increasingly wired and tech-savvy.

They are fast embracing digital technology – cloud, mobile and social – for social interactions, entertainment, education, commerce, knowledge and information sharing and news. Social media is now considered to have been a decisive factor in the outcome of the last presidential election. Thus, digital offers an array of opportunities to enhance and enrich social, political, cultural and economic behavior.

Today, over 3 million Sri Lankans are regular internet users. Over 2 million are connected through Social Media. There are over 20 million mobile connections and the mobile broadband is universally available. Smartphone ownership is over 4 million and counting. Over the Top (OTT) applications are replacing traditional text and voice usage. Over 1,000 Sri Lankan properties are listed on Airbnb.

However, the rate at which businesses are embracing digital to engage customers is much slower. Consumers are adopting peer-to-peer commerce faster than enterprises are building and leveraging digital infrastructure to connect with consumers. Businesses are not fully exploiting opportunities to gain greater understanding of customers and develop digital tools to deepen and broaden customer engagement.

### KEYNOTE SPEAKERS



**Sheyantha Abeykoon**  
Chief Executive Officer  
WOW.lk

Sheyantha Abeykoon has over 16 years of experience in various sectors spanning, financial services, startups, retail and digital services, the last eight years of which were in senior management positions. Prior to taking up his current role he was Senior General Manager -Digital Services at Dialog Axiata PLC and Chief Operating Officer at CT Smith Holdings.

He Holds an MBA from the Wharton School, University of Pennsylvania, is a CFA Charter holder, a Chartered Management Accountant and has a BSc (Hon) in Information Systems from the University of London. He is the immediate past president of CFA Sri Lanka.



**Romesh David**  
President, Transportation Group  
John Keells Holdings PLC

Romesh David, has been with the group for 27 years and has overall responsibility for the Transportation and IT industry groups.

He is a member of the National Council for Economic Development (Transport Cluster), a member of the Economic Infrastructure Sub-Committee of the Ceylon Chamber of Commerce and an executive committee member of the Chartered Institute of Logistics and Transport (Sri Lanka Branch). He is a past Chairman of the Sri Lanka Freight Forwarders' Association and the Council for Business with Britain.

## SESSION 4

"Understanding and Enhancing Customer Experience Using Digital"



**Khurram Jamali**

Performance Lead (LCS)  
South Asia Emerging Markets  
Google

Khurram has a decade long professional experience in financial services, consulting and technology across USA, Pakistan, China and Singapore. He presently leads the emerging South Asia performance team at Google, which works with ROI-driven clients that view online as a sales channel. This includes clients in the travel, classifieds, tech and e-commerce sectors.

Khurram earned his BA from Middlebury College in the USA and his MBA from INSEAD. He speaks English, Urdu, Mandarin and Hindi, in addition to knowing how to say "ayubowan" and "isthuthi" in Sinhalese

## SESSION 4

"Understanding and Enhancing Customer Experience Using Digital"

### SESSION CHAIR



**Manju Fernando**  
CEO/Director  
Axienta

Manju Fernando is a serial entrepreneur with over 18 years of experience in the ICT industry and has held a series of key management positions.

He started his management career as the Founder and CEO of Sandesha Cellular Services, and in 1995, co-founded Millennium Information Technologies Ltd, a leading software technology provider for Stock Exchanges and Financial Institutions. He was also founder and Managing Director of EmpriseIT, a wireless software solutions company based in New Zealand providing enterprise mobile solutions to leading Fortune 500 companies.

With extensive management experience Manju has successfully steered many of his companies into international markets with innovative solutions for the commercial and telecommunication industries. Manju has a MBA from the Business School at The University of Edinburgh.

### GUEST PANELISTS



**Udana Wickramasinghe**  
Director ICT  
Sri Lanka Tourism

Mr. Udana Wickramasinghe is currently serving as the Director- ICT for Sri Lanka Tourism. He has over 17 years of experience in diverse fields of ICT covering Banking, Telecom, Tourism and Government working for prestigious organizations both local and overseas.

Mr. Wickramasinghe is passionate about promoting E-Tourism (ICT enabled travel and tourism) in Sri Lanka to help the Sri Lankan tourism industry to move into next generation tourism.

He holds a BSc in IT from University of Sunderland-UK and a MBA from Victoria University- Australia and he is a past student of Trinity College, Kandy



**Jim O'Connor**  
Senior VP, Go To Market  
Leapset

Jim leads our product and design team. He has a BS in Science, Technology and International Affairs from Georgetown University. Prior to Leapset he led the Yahoo! Finance product team and helped double its size every year for seven years. He also worked in finance at Chase Manhattan and Rothschild North America. Among his many accomplishments are having tried ants, guinea pig and kangaroo.



**Rohan Jayaweera**  
COO  
Antyra Solutions  
Fmr Country Consultant/Google  
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.

## SESSION 5

"Building Disruptive Business Models: Opportunities & Challenges"

### "Building Disruptive Business Models: Opportunities & Challenges"

Clayton M Christensen (Kim B. Clark Professor of Business Administration at Harvard Business School) observes that companies have two basic options when they seek to build new-growth businesses.

They can try to take an existing market from an entrenched competitor with sustaining innovations. Or, they can try to take on a competitor with disruptive innovations that either create new markets. Research overwhelmingly suggests that companies should seek out growth based on disruption. However, established companies have historically struggled when trying to create new markets. Success seems fleeting and unpredictable.

Vincenzo Morabito (Associate Professor of Organization and Information Systems at Bocconi University) in his landmark scholarship, Trends and Challenges in Digital Business Innovation, noted that the structuring of business models and their adaptability to various marketing conditions and competitiveness are fundamental to the search of new competitive advantages and sustaining existing competitive advantages. Innovation in business models is thus vital for the longevity and growth of an enterprise.

The session on "Building Disruptive Business Models: Opportunities & Challenges" discusses how two companies, one a digital start up and the other an established old business, leveraged digital technology to develop disruptive models for greater customer value and positive business results.

### KEYNOTE SPEAKERS



**Mani Kulasooriya**  
Cofounder and Chief Executive  
Leapset



**Brian Beach**  
President and Senior VP,  
Business Development  
Sysco Ventures

Born in Sri Lanka, studied in the United States, and married to a Spaniard, Mani has an appreciation for every culture he encounters—especially their cuisines. Whether it's sheep's brains, fried crickets or baby eels, there isn't a dish he's shy to try. Mani has a BS in engineering from Tulane and an MBA from Vanderbilt. His past roles include Founder of Monvia, Head of Business Development at Yahoo! Finance and Head of Product at Yahoo! PayDirect, Co-Founder at CrossFunds and VP at Citigroup e-Citi.

As president of Sysco Ventures, a new initiative focused on technology solutions and services, Brian identifies potential acquisitions or strategic relationships beneficial to Sysco. Previously, Brian was the senior vice president for administration and business ventures at the University of Florida and spent nearly 15 years in venture capital, investment banking and consulting. Brian holds an MBA and a BS degree from the University of Florida, so if you see him be sure to say, "go Gators!"

## SESSION 5

"Building Disruptive Business Models: Opportunities & Challenges"

### SESSION CHAIR



**Rohan Jayaweera**  
COO  
Antyra Solutions  
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### GUEST PANELISTS



**Shahani Markus**  
Founder, CEO – Emojot  
Co-founder CTO – Auxenta  
Co-founder & CEO – Capaxus

Shahani Markus has global experience in the IT industry, government and academia.

As the CTO at the ICT Agency of Sri Lanka, Shahani played a key role in providing technical guidance and governance of many eGovernment projects. As the Head of Engineering at Virtusa, Sri Lanka, she managed more than 600 engineering professionals and oversaw the engineering governance of multiple projects. She gained significant development experience at Prescient Markets Inc. in New York, which was a start-up company offering an online debt trading platform and at the IBM TJ Watson Research Center in New York. Shahani has more than 50 academic publications and has supervised more than 50 MPhil, MBA, MSc, and undergraduate research projects.

Shahani has a BS, an MS in Mathematics, an MS in Computer Science and a PhD in Computer Science from Purdue University, USA.



**Warner H. Siebert**  
Co-Founder & CEO – BuzzTable  
Co-Founder – Branded Evolution

Warner runs our sales organization on nothing but pure entrepreneurial passion and a healthy dose of caffeine (preferably in the form of an iced red eye). Prior to joining Leapset, he founded two companies in NYC and was most recently the Co-Founder & CEO of BuzzTable Inc., which was acquired and added to the Leapset platform under the name Guest Manager.

Before BuzzTable Inc., he spent time selling traditional and digital marketing products to SMBs at Clear Channel. Warner earned his BA from Denison University in Granville, OH and stayed busy throughout summer breaks managing restaurants in the DC/Baltimore region.



**Dumindra Ratnayaka**  
Chairman/ Senior Consultant  
Martin & George

Dumindra carries three decades of management experience and have overseen many transitions of Etisalat Sri Lanka where he was the Director/CEO. His business acumen, skill and expertise have been the pillars of strength that withstood the challenges and acid tests of sustainable growth that two multinational ownership changes would pose to an organization.

In guiding the organization from Celltel to Tigo through to Etisalat, he gave stewardship to a dynamic and a diverse organization operating in an extremely competitive market, ensuring it prevailed as the most cost-efficient telco in Sri Lanka exceptionally exceeding global norms of cost related Key Performance Indicator's and excellent staff engagement indices. He is an Engineer by profession having obtained a first class honors BSc in Electronics and Telecommunications Engineering from the University of Moratuwa.



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*True disruption means threatening your existing  
product line and your past investments.  
Breakthrough products disrupt current lines of businesses*  
- Peter Diamandis -

*We're here to put a dent in the universe. Otherwise why else even be here?*  
- Steve Jobs -

*If you want something new, you have to stop doing something old*  
- Peter Drucker -

