



## **Anil Yerra**

Digital Business Innovation Strategist

---

Anil comes with over 24 years of diverse experience in Digital Transformation Strategy, Design Thinking & Innovation approach, Digital Marketing and Product Management. His Digital Transformation experience spans across Customer Experience, Omni Channel enablement & Consulting leading to Technology Solutions & downstream programs. He also holds valuable experience in Go-To-Market, Consulting Brand Outreach, Alliances & Partnerships in the Digital space.

He enables business growth by upgrading customer experience through application of a unique & transformational design thinking approach. He has delivered solution requirements for digital platforms such as Closed Loop Digital Marketing & Digital Operations Factory Model.

He has mentored and coached hundreds of senior business and IT professionals helping them create professional impact. He presents extensively on digital transformation, intrapreneurship and strategic design thinking for problem solving.

Anil has handled leadership & management roles in leading MNCs including Cognizant, Wipro, IBM, Tech Mahindra, Sonata Software and Siemens across industry segments & digital portfolios; global experience in digital transformation & innovation programs of dozens of renowned organizations including Fortune 500.

Anil holds a B.Tech (Computer Science & Engineering) from IIT, Delhi and a PGDM from IIM, Bangalore. He also holds an International Post Graduate Certificate in Product Management & Marketing from Institute of Product Leadership.

Anil is a prolific communication and presentation expert with featured conference and writing accolades including forums at IITs and IIMs. His interests outside of work include Global Travel, Creative Writing, Theatre & Culture. He is currently based in Bangalore and has also lived in New Delhi and Toronto.