



COMPUTER SOCIETY OF INDIA

COIMBATORE CHAPTER

95A- 3rd Floor, Vyshnav Complex, Race Course Road, Opp. K.G. Theatre, Coimbatore - 641 018

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Dear Sir / Madam,

Computer Society of India, Coimbatore Chapter invites you for a Lecture meeting as detailed below.

Topic : **" Big Data for Business "**

Speaker : **Mr. Shyam Velumani**, co-founder - VenPep Solutions, Coimbatore

Date : **21st August 2019 Wednesday**

Time : **6.00 pm to 7.00 pm**

Venue : CSI Hall, Opp. KG Theatre, Vyshnav Complex, 3rd floor,
95A, Racecourse Road, Coimbatore 641035.

Registration:

Please confirm your participation by Reply Mail.
For further information kindly contact: 9489831307.
You may forward this mail to all who may be interested.

Registration Fee : NIL

High Tea : 5.30 pm

Regards,
Sivaramasamy V.,
Secretary, CSI Coimbatore Chapter.

Speaker Profile:



Shyam Velumani is the co-founder of VenPep Solutions, a management consulting company based out of Coimbatore, which focuses on building and establishing brands in the digital, social and offline sphere. Their services range from business analytics, to systems set-up, marketing and sales consulting focusing on Digital and social media marketing.

With great passion towards technology and marketing, Shyam has more than 14 years of experience working in USA, Canada, Mexico, Brazil and Asia, where he helped enterprises set up sales and marketing strategies for new market entry, product launch, product marketing, solutions marketing, digital marketing and social media marketing.

His experience accounts from working with and/or consulting multi-national corporations including GE, Dell, Adobe, Cisco, IBM, Syntel, Procter & Gamble, and other Fortune 500 companies in India and in the USA. He has helped a wide range of companies move out of product commoditization to a more customer-centric approach using data driven modules. He has significant experience developing data driven digital strategies to acquire new customers and develop necessary systems in place for a sustainable growth processes using data warehousing and analytical modules.

In addition to VenPep, Shyam's technology product vidCampaign – a video publishing platform, enabled his team to work with the BJP during the 2014 National Elections. They played a significant role in reaching out and acquiring new followers for the party in 19 states using Digital marketing and Social Media. Soon after, YourStory's TechSparks announced vidCampaign as one of the Top 30 Indian technology startups in 2014. vidCampaign's clients include the United Nations, Titan, WWF, Greenpeace, Hindware and more than 50 other customers across the globe.

Shyam has an MBA in Marketing from Hult International Business School and Harvard University.. He also holds a Bachelor's degree in Information Technology from Sri Ramakrishna Engineering College, Coimbatore.