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BISinfotech 'With You' Features the Top 11 Business Women in Tech

BIS BIS Team March 8, 2022

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"WITH (Women in Tech) YOU" is a global initiative by BISinfotech Magazine to vanguard the indomitable shrewdness of individual women leaders (Startups) illustrating their journey, vision and commitment. It strives to congregate women and organisations in the WOMEN in TECH Movement who have continued to inspire, support and emulate the perfect ideals and also have lit the flambeau to promote gender equality within the tech industry. BISinfotech's "WITH (Women in Tech) YOU" encourages women to put themselves forward by nominating themselves to showcase their diverse strengths and achievements in the tech industry regardless of country, race, background.

Let's Celebrate Together Through "WITH (Women in Tech) YOU" Special Story. Below are the top 11 business "WITH (Women in Tech) YOU" women from across the technology space whose stories confers an inspiration for other women looking to build a career in tech industry.



Jaya Vaidhyanathan
CEO, BCT Digital



Melody Lopez
Chief of Staff-People -Process and Strategy,
Crayon Software Experts India



Anupama Kadambi
CXO, Chief Experience Officer,
GOFRUGAL



Nivedha Sridhar
Director- Marketing, Facilio



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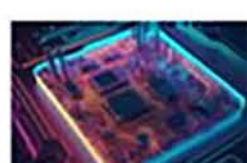
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Leadership Decision

I noticed that GoFrugal did not have an owner for the website and there was no digital marketing. I took ownership of the website and set up a digital marketing platform to promote our solutions. Having no experience in marketing before, I did a lot of self-learning to implement marketing-automation in our CRM. During those days, Hubspot was one of the early companies that kickstarted marketing automation. I used to keep a watch on the trends in smashing magazine, Unbounce, Neil Patel. I have executed 1000+ experiments, design variations, experiences, and process improvements. My favorite pass time was trying different products / applications in the market and studying their experiences.

One advice on leadership decisions is 'Where-ever there is a lack of leadership, identify them early, own and drive them'. The bigger the challenge, the bigger the opportunity!

Ideas and Influences She Brings Along

It is important to promote people who are accountable, innovate, proactively identify and resolve problems. We were able to boost our renewals significantly. The book 'Effortless Experience' & 'Power of Moments' was an eye-opener for me. I kept listening to podcasts on design and customer success like Creating Customer Success, Customer Success Leader, UI Breakfast UI/UX design and product strategy.

Wearing multiple hats & being cross-skilled gave a lot more perspective. My vision is to build a customer-centric organization as the success of a company depends 50% on customer success and the rest 50% on employee engagement and their success.

Aspiring Story

Behind great experience is a streamlined process. It is the responsibility of the CX teams to improve experience thus building/re-building trust with the customers. I may not have reached the destination, but I am making progress every single day. The journey so far has been rollicking!



Sneha Priya
Co-founder, SP Robotic Work



Ramya Krishnamurthy
Manager, Software Engineering,
Sabre Global Capability Center



Shweta Baid
Founder & Chief Marketing
Consultant
Shail Digital



Chetana Chaudhari
Joint COO,
Shivaami Cloud Services Pvt Ltd



Pamela Kundu
Director, Sales Engineering at UiPath



Belinda Jurisic
Vice President Channel, Cloud and
Service Provider Strategy &
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Richa Babbar
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Development, Web Werks Data
Centers



Dr Manjiri Bakre
Founder & CEO | OncoStem

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