

EXECUTIVE BIOS



HEMENDRA ARAN

CEO & Founder

Hemendra founded Aranca in 2003 with the vision to offer world-class custom research and high quality analytics services to global clients. He has led Aranca's evolution to a 600 employee strong global player in the custom research and analytics domain. With a focus on empowering decision makers with a Custom Intelligence Blueprint, Hemendra champions the Aranca vision to provide clients solutions that enable strategic business decisions.

An alumnus of London Business School (MBA), Haas School of Business, University of California, Berkeley, and Indian Institute of Technology (Madras), Hemendra brings rich and extensive experience of outsourcing best practices after having worked with global corporations including Goldman Sachs, Reebok, Thomson Electronics during his stint with Infosys.

He has authored several books on outsourcing and global financial markets, such as *Outsourcing Success: The Management Imperative*, and *Global Financial Markets Revolution: The Future of Exchanges and Capital Markets*. Hemendra regularly comments for business media, and often speaks at top-tier institutes, forums and conferences. He is also passionate about meaningful and soulful cinema, and has founded the media & entertainment production company, Meher Miracles.



MADHUSUDAN RAJAGOPALAN

COO

Madhusudan co-founded Aranca, and has enabled the organization to emerge as a key player in the custom research and analytics space. As COO, Madhusudan leads Aranca's client-centric strategies across the business functions of Aranca.

Madhusudan is focused on consistently driving operational excellence within Aranca, delivering research solutions to global clients, and improving top and bottom line financial performance. Madhusudan has been instrumental in expanding Aranca's global presence, service portfolio and capabilities to ensure a seamless, operational experience for clients by bringing the right mix of the best data, methodologies and talent, and deploying capabilities and experience from across multi-disciplinary practice teams for every client project.

An alumnus of Indian Institute of Management, Bangalore and Indian Institute of Technology, Madras, Madhusudan began his career as a management consultant with Accenture and has served large multinational clients across business sectors in a range of strategy and business performance improvement assignments. His comments and quotes are regularly published by business media channels, and he has written various opinion articles on markets and finance for global publications.

Madhusudan is an avid runner and is a regular at marathon events.



KANNAN SIVASUBRAMANIAN

Executive Vice President

As Aranca’s executive vice president, Kannan spearheads its research delivery, operational effectiveness, business development and growth initiatives. Kannan has about two decades of rich experience in strategy and performance improvement consulting, and managing service delivery in the outsourcing domain.

He began his career with Avalon Consulting, where he worked for 11 years and managed over 200 consulting assignments across a gamut of industries, sectors and clients. At Nirvana Business Solutions, a Bangalore-based BPO, Kannan grew the company, as its President, from a fledgling startup to a 400-man organization in a short period of three years. Before joining Aranca, he had established Dedicated Service business line and other strategic initiatives at the Cable & Wireless.