



SATYA SRINIVAS KARANAM
CHIEF INFORMATION OFFICER
PENNAR INDUSTRIES

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A VISIONARY CIO WITH TWO DECADES OF EXPERTISE IN IT DESIGN & DEVELOPMENT

India has emerged as a major player in the global IT industry, with its highly skilled workforce and competitive costs. The IT industry in India has seen a significant growth rate in the past few decades, contributing greatly to the country's economy. Satya Srinivas Karanam, Chief Information Officer at Pennar Industries, is a key leader in the industry, with his outstanding track record in stabilizing complex IT systems and extensive knowledge of IT infrastructures and ERP application systems. Satya's experience in cross-industry regulatory systems, data analysis, budgeting, and business operations, along with his leadership and communication skills, make him a valuable asset to the IT industry in India. Let's learn more from him in these snippets from our interview with him.

Could you give a brief account of your professional background and experiences? What is the motivation that fuels your daily routines?

I have an extensive background in the IT field, with over 25 years of experience in enterprise applications including SAP/Non SAP/ ICT, as well as over 10 years of industry experience. Over the years, I have held positions as Head of IT, sales and delivery project executive, and senior project/program manager, and have a proven track record in handling large and complex program management, including managing teams of over 200 members.



My expertise extends to engagement management, project management, service management, delivery management, hiring, and people management. I am skilled in lean and business process re-engineering, ITIL framework conversion, and functional area representation for CMMI. I have hands-on experience in SAP implementations, upgrades, roll-outs, and maintenance, with a thorough understanding of logistics, ABAP, Basis, and BW. I have also managed a portfolio of complex projects in both SAP and non-SAP core applications, as well as external vendor management.

As Head IT/CIO, I manage IT business applications like ERP, MES, PLM, CRM, and SRM. I also oversee decision support systems with analytics, IT infrastructure, and devices like PLC, and laptops/desktops. My responsibilities include developing strategies for the IT department, setting IT governance, measuring KPIs, hiring, budgeting, and overseeing the department's projects. Additionally, I am an innovative leader for process, product, and people, having defined process prediction models for quantifiable processes. I am also a learning leader for Asia in the SAP space. Overall, My motivation is likely driven by my passion for the IT field and their desire to continuously improve and innovate within my role as Head IT/CIO.

How are you adapting to the latest tools/technologies to revolutionize your services to be at par with current industry standards?

Having worked in different roles, I have a comprehensive understanding of new technology trends and their application within the industry. I am also well-versed in aligning with Industry 4.0 and Gartner CIO maturity models.

How have you fostered an innovative culture within your organization?

I believe that an innovative approach is essential to stand out and differentiate oneself from the competition. There is no doubt that people are key enablers of an innovative organizational culture, and I believe, I am skilled in developing teams that perform at an expert level. By fine-tuning every aspect through innovative approaches, including technology, processes, and products, we can reduce costs and increase productivity.

Can you elaborate on your leadership style and the methods you use to guide your team? What are your goals for the future?

Firstly, I understand the needs of a business and drive teams to achieve results. I am not rigid in my leadership style and am flexible in adopting the best standards and technologies. I prefer to mentor the next generation to achieve new heights.

In the coming times, my aim is to share my knowledge with the community to benefit the country and humanity by leveraging technology.

What do you believe are the key ingredients to the success of a CIO?

A CIO must excel in all functions and focus on the continuous improvement of various technologies, such as IT infrastructure, data management, and decision-making approaches. It is crucial to have a deep understanding of available products and quickly align them to benefit the organization. However, it is also important to exercise proper judgment when assessing the intended benefits for the organization. [CEO](#)



CHIEF INFORMATION OFFICERS IN INDIA – 2023

CEO *Insights* **TOP 10**
CHIEF INFORMATION OFFICERS IN INDIA 2023

The certificate has a decorative background with blue and gold wavy lines on the left side. In the top left corner, there is a gold circular seal with the "CEO Insights" logo. The "CEO Insights" logo is also displayed in the top right corner. The text "IS PROUD TO PRESENT" is centered below the logo. The recipient's name, "SATYA SRINIVAS KARANAM", is written in a large, bold, gold font, followed by his title, "CHIEF INFORMATION OFFICER, PENNAR INDUSTRIES", in a smaller gold font. Below this, the text "AS ONE OF THE" is centered. The main body of the certificate contains the text "Top 10 Chief Information Officers in India – 2023" and a paragraph describing the award. At the bottom right, there is a signature and the name "Sujith Vasudevan" with the title "Managing Editor".

CEO *Insights*

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AS ONE OF THE

Top 10 Chief Information Officers in India – 2023

This is an annual recognition that showcases exceptional leaders & professionals in the Information Technology department of an organization who guide the organization to its future by setting benchmarks across different key parameters.

Sujith
Sujith Vasudevan
Managing Editor