



# CEO *Insights* TOP 10 CHIEF STRATEGY OFFICERS - 2022

**A** Chief Strategic Officer (CSO) is a C-level executive who helps to formulate, facilitate and communicate an organisation’s strategic initiative and future goals. A CSO reports to CEO and CFO. The increasing complexity of running a business in today’s fast-paced world in a disruption-laden digital economy that is agile, forward-thinking, global and subject to regulatory compliance has raised new need of a new C-suite role. This has turned-out to be necessary, with the ever increasing pressure on Executive officers and senior leadership team, to make the business more competitive.

Most of the big fishes in the business invest on the CSO position today. They have to often come-up with creative business ideas and have to review data to monitor progress across their business initiatives. The main duties and responsibilities of CSO includes analyzing market shares for change & production, finding important projects, ventures, potential targets and other partnership opportunities, Ensuring any applicable metrics and performance pointers are in

place in order to measure all progress and identifying strategic risks and help to reduce these risks. Using their expertise, they work in business development and industry-related positions to help in improving business operations and help the company to adapt to new workplace procedures.

Skills like public speaking, decision making and taking appropriate actions for executing plans are necessary to be a successful CSO. In addition to these, time management skills, problem solving skills, quality control analysis skills to conduct testing of products & services and finance management skills are necessary for handling the role.

In this issue of CEO Insights, we bring you a list of ‘Top 10 Chief Strategy Officers - 2022’ who have leveraged their extensive industry expertise and experience for the growth and profit of the respective organizations in which they have served. The following list has been prepared after being closely scrutinized by a distinguished panel of judges including CXOs, analysts and our editorial board.

## TOP 10 CHIEF STRATEGY OFFICERS - 2022

MANAGEMENT	COMPANY	DESCRIPTION
<b>Anubhav Gupta,</b> Chief Strategy Officer	<b>APL Apollo Tubes</b> Noida apapollo.com	Striving to bring in positive changes to the company in order to drive its growth
<b>Ashish Sikka,</b> Chief Strategy Officer	<b>Ecom Expres</b> Gurugram ecomexpress.in	With a strong background as an accomplished transformation leader and strategist, he is a valuable asset to the company
<b>Dinesh Chandrasekar,</b> Chief Strategy Officer	<b>Pactera EDGE</b> Hyderabad pacteraedge.com	An entrepreneurial-minded solution leader who believes in innovation and has strong experience with global technology leaders focusing on consulting, presales, delivery, innovation & strategy
<b>Hiteshi Dutta,</b> Chief Strategy Officer	<b>BizGaze</b> Hyderabad bizgaze.com	An efficient leader with a proven trajectory of leading organizations with accurate sales & marketing strategies and successfully driving overall HR run across organizations
<b>Rahul Pratap Yadav,</b> Chief Business Officer & Strategy	<b>iMoney Pay</b> New Delhi imoneypay.in	Having a deep understanding of the fintech revolution happening in India & the world, helping organizations add value to their businesses through exemplary fintech and business solutions
<b>Rajiv Srinivas,</b> Chief Strategy Officer	<b>SP Software</b> Hyderabad spsftglobal.com	Result-oriented professional having extensive experience in Technology talent and have specialized in Captives/Global In House Centers right from setting up to rapid ramp-up
<b>Rajni Menon,</b> Chief Strategy Officer	<b>Dentsu Aegis Network</b> Chennai dentsu.com	A leader of untiring energy, vast experience, and intuitive grasp of what moves business
<b>Rethish Varghese,</b> Chief Strategy & Innovation Officer	<b>Ospyn Technologies</b> ospyn.com Trivandrum	As a part of the core team of Ospyn Technologies, he is predominantly engaged in guiding the organization to shape overall growth strategy (organic & inorganic), product innovation, and customer value
<b>Navnit Nakra,</b> Vice President & Chief Strategy Officer	<b>OnePlus India</b> Bangalore oneplus.in	Has previously worked as Head of Affordability for Apple India for over three years
<b>Neeraj Bassi,</b> Chief Strategy Officer	<b>Havas Group India</b> Mumbai havas.com	Driving the next phase of growth of Havas through lead strategy and business sense





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**Anubhav Gupta,  
Chief Strategy Officer,  
APL Apollo**

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*This pioneering professional has been coming up with revolutionary ideas to take his company forward. And for his contributions, Anubhav has been awarded on numerous occasions including being recognized as Top rated Asia Money Mid Cap Analyst for three years, and Top 10 Business Chief Strategy Analyst, to name a few*



*Things that I have followed in my career is learn on the job, be flexible, and be always open to learn and un-learn*

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## **ANUBHAV GUPTA**

*LEVERAGING HIS EXPERTISE  
TO CREATE UNIQUE  
OPERATIONAL MODEL FOR  
SUSTAINED GROWTH*

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**A**PL Apollo is a pioneering business organization that operates with a vision to be a global leader and high performing organization recognized for excellence, governance, customer delight, and building long term relationships with all partners. Staying true to their core values of Leadership by Example, Commitment, Trust, Innovation, Integrity, APL Apollo is committed to never compromise on the quality of their offerings and by doing that break new business frontiers consistently. Anubhav Gupta holds the office of Chief Strategy Officer at the company and under his guidance, the company has not only been able to build a positive reputation in the industry, but it has also helped them to create a niche in the market.

In an exclusive interview with CEO Insights, Anubhav talks more about his professional journey and the unique business operations of APL Apollo.

**Can you talk more about your professional experience?**

I started my career in investment banking in 2008 after I finished my MBA, and over the years, I have been able to understand a lot about the industry and got to know more about the business models of various companies. At the same time, I was also able to get in touch with various promoters and learn from their experiences. After eleven years as an investment banker, I decided to move to the corporate side and got an opportunity to work for APL Apollo.

**Why did you choose to build a career in the business strategy domain? And what made you choose APL Apollo?**

I was tracking APL Apollo even during my investment banking days and I liked their business model. I was excited

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to see the company's growth from its humble beginnings to where they are now. I saw immense potential in the business and this attracted me to join this company. And in the role of a business strategist, I was confident that I could not only help the company expand their horizons, but also streamline their business operations.

**Can you talk more about APL Apollo and its market position?**

We are a very dynamic organization and the whole focus is to aim for consistent improvement and to become the No.1 in the industry. Our drive for constant innovation is one thing that we always prioritize on and this has helped us to strive for sustained success in the industry.

We are the most profitable company in our market segment in India and this also help us to re-invest the money into our business and by doing that grow even more. We are constantly streamlining our operations so that we can offer the best value for money products to our clients and by doing that not just create but also maintain an impressive clientele.

**What is your success mantra? How are you helping APL Apollo to be successful in the industry?**

Things that I have followed in my career is learn on the job, be flexible, and be always open to learn and un-learn. Then, I ensure that I do my things in a focused manner in order to get the best results and finally, all my energy goes towards achieving the goals that I have set. Apart from all



this, what helped me to strive for sustained success in my career is the fact that I love my work and I enjoy doing this.

For APL Apollo, I believe that product placement is crucial for our success and after analyzing the market landscape, we have come-up with unique strategies to ensure optimal product placement. And, we also ensure that all our stakeholders are taken care of so that we can work on the holistic development of our company. Apart from that, we are a very environment conscious business and sustainability is a top priority for us. Recently, I have also started working on digitalizing of our entire operations, and this can help us to remain competitive in the industry.

**How did APL Apollo negate the adverse side effects caused by the pandemic?**

We had plans set in place to reduce our expenses and optimize our operations. We were also preparing plans to gain back the sales volume

as soon as the market reopened. So, by cutting unwanted slack and streamlining our business operations, we were able to avoid the brunt of the economic impact caused by the pandemic. More importantly, we gave extra effort to ensure the safety of our employees, and this helped us to carry on with our operations without facing any major issues.

**Can you elaborate more on the future plans of APL Apollo?**

We are operating in a very dynamic market segment and there are lots of internal & external factors that impact a business. So, we want to continue be a resilient organization that can move forward negating all the challenges that may come our way. Also, we are trend setters in the industry and we have come-up with innovations that have revolutionized the entire industry. Going forward, we want to continue doing this and always remain on top of our game. 