

« Monetizing Innovation » Meet-Up

Madhavan Ramanujam

Châteauform' City Monceau Velasquez – Monday, December 11th 2017 at 07:00pm



Madhavan Ramanujam

Partner
San Francisco

Madhavan Ramanujam is a Board member and Partner at Simon-Kucher & Partners based in its San Francisco/ Silicon Valley office.

Advising companies of all sizes from Fortune 500s to startups, Madhavan has led more than 125 monetization projects for Internet, Software and Technology clients, helping bring numerous new products to market.

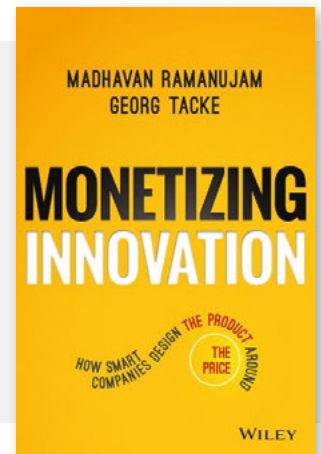
He is also a regular speaker in leading conferences and forums and has extensively spoken on the topic of new product monetization. Selected interventions:

- Presented in a panel at SXSW on “Sold: Will Customers Pay for Your Big Idea” (March 2017)
- Presented key note at First Round Capital CEO Summit, presented and led breakout sessions for CEO’s at Sequoia Basecamp
- Administered case at HBS for all 910 first year MBA students
- Presented key note at Silicon Valley Product Management Association, Peer 150 CMO Summit, NFX Guild among others

Monetizing Innovation

Madhavan is a co-author of the book “Monetizing Innovation: How Smart Companies Design the Product Around the Price”, that has been featured in leading publications including Harvard Business Review, Entrepreneur and Inc.

To find out more, go to www.monetizinginnovation.com



Simon-Kucher & Partners

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