

City Today News



CXO CONCLAVE AT CMR TO FOCUS ON BUSINESSES HIRING LEADERS TO CONVERT THREAT INTO OPPORTUNITY

Indian companies on a leadership hiring spree to strengthen performance during pandemic.



Bengaluru: The School of Management of CMR University, Bengaluru is organising a CXO conclave on September 17, 2021. The online session will be between 9:45 am and 4 pm.

The Covid-19 pandemic has impacted all sectors. The Indian economy is shifting its gears as established companies and start-ups are on a leadership hiring spree. This effort is to strengthen the business performance, improve productivity, attract and retain customers.

Today's Chief Experience Officers (CXOs) are leading business transformation to suit the market demand. In tune with these swift changing trends, the School of Management (SMO) of CMR University is holding the CXO conclave. The focus is to integrate the best management knowledge, concepts and insights into the contemporary practises in the industry.

T K Balakumar, COO, Big Basket.com, points out, "E-commerce was growing fast at around 40-45% even before COVID hit. The pandemic has pushed consumers online, contributing to a doubling of our growth to about 80% in FY 21. For us, the key to success during this period of growth is our relentless focus on process. This has resulted in delivering consistent output, consistent quality, in a timely manner."

Such suggestions emerged out of practical experience and insights are expected at the conclave. Industry leaders, managers, academicians and students are attending the session. The speakers will share information and experiences on how CXOs are building resilient organizations in this tumultuous situation. They will explain how every threat is being converted into an opportunity through creative thinking and experience to gain ever demanding customers.



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Speakers at the conclave include who's who of the industry: **T K Balakumar, COO, Big Basket.com; Nayana Mitter, Associate Partner, Ernst & Young; Jaganathan C, Director–Marketing, Western Digital; Manohar D. Chatlani, CEO & MD, Soch Apparels Pvt.Ltd; Shivakumar Venkateshwaran, CHRO, IIM Bangalore; Kranti Sety, President – HR, Svatantra MicroFinance; Sushma Rai, Director-Product Management, Amagi Corporation and Varun Girilal, Co-founder, ScripBox Private Wealth.**

Online registration link:

<https://forms.gle/VWrbGkWun1HDKKMQ7>

<https://citytoday.media/2021/09/15/cxo-conclave-at-cmr-to-focus-on-businesses-hiring-leaders-to-convert-threat-into-opportunity/>