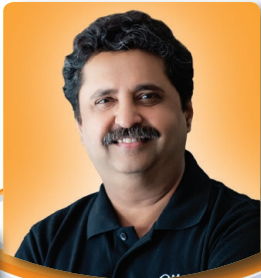


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== TOP LEADERS ==
**TORCHBEARERS OF
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Nitor Infotech: Riding global wave of digitalization



Sanjeev Fadnavis, CEO, Nitor Infotech



Brilliance @ work

The pandemic has spurred a wave of digitalization around the world like never and, in turn, fuelled unprecedented growth in the IT sector. There has been a huge revival in the demand for specialised software services and enterprise solutions in the Western world with product companies either going for their own offshore development centres or engaging Indian companies such as Nitor Infotech to deal with the demand for rapid expansion.

The Indian IT-BPM industry accounts for 55% of the global outsourcing market and has evolved into the largest employer in the private sector. And now in the new normal post-pandemic world, which is tied together by the thread of software, India is again set to emerge as a global leader.

While new business signings are critical, growth and consolidation for the Indian IT Industry now depend on the ability to provide value-added services. Enterprise digitalization has to be focussed on solving current business problems that are crucial for managing the rapid needs of digitalization. In the midst of this paradigm shift, a Make-in-India leader is differentiated by her/his capability to build an organization that innovates in India for the benefit of the entire world. Nitor Infotech is doing just that and evolving into a leader in enterprise digitalization and software product engineering services under the leadership of its charismatic CEO, Sanjeev Fadnavis. His mantra has always been of 'thinking globally' – crafting solutions in India that can be used for software companies across the world. He nurtures a team of talented young professionals who are always willing to take on challenges and exceed customer needs. With great panache and will power, Sanjeev effectively took Nitor Infotech from a two-person setup to an organization of 600+ employees. Nitor Infotech now services well-funded start-ups as well as multi-billion-dollar organizations.

In a career spanning over 30 years, Sanjeev has worked with over 2000 customers and managed businesses across a wide spectrum of industries. He focuses on aligning business vision with execution strategies to help global enterprises achieve digital transformation. He has helped drive innovation in organisations not just in India but across the world and was invited by the United Nations Industrial Development Organization (UNIDO) to speak on 'The Role of leadership in empowering SMEs through digital transformation.' He is a visible face in CII and drives its digital manufacturing panel, Pune, as a co-convenor. He is the architect of two distinct and innovative concepts in the realm of software engineering namely Research as a Service (RaaS) & Peer Product Management (PPM). The former is focused on mapping a journey of enterprise offerings and software development. By deploying RaaS, diverse organisations including start-ups, ISVs and large enterprises are equipped with the right tools to validate their idea and deliver to the market with a fail-fast and cost-effective approach. Businesses have benefited by RaaS to translate some percentage of their product offerings into pay-per-use service (moving from CapEx to OpEx models). In the process of going from doing digital to being digital, Sanjeev believes that RaaS can prove to be a pivotal service for businesses by enabling them to seamlessly convert products into services. The latter promotes collaboration by working alongside the client's Product Managers to research client journeys. With PPM, businesses can think from the client's perspective to facilitate maximum product enhancements on an inter-organizational level.

Both his efforts of RaaS and PPM are transforming the software world by helping organizations not only do more with the data, they have, but also derive maximum customer satisfaction. Sanjeev's leadership has altered beliefs of many sceptics and paved the way for a never-before-seen digital transformation of their organizations – helping them test themselves constantly and ensuring that they think out of the box each time.