



Mr. Shivalik Prasad
Executive Director & Chief Business Officer, MapmyIndia

Shivalik started his professional career with IBM, New York in the automotive sector, where he had the opportunity to work with senior IBM and Automotive executives. Shivalik focused on building mathematical models for global volume planning for one of the largest automotive car OEM. As part of these extensive exercises he was exposed to all aspects of the value cycle - concept development, strategy, stakeholder interviews across all possible departments, development, implementation and global roll outs of these models across the supply chain. Shivalik switched paths and started working with the IBM - Business Intelligence practice servicing the pharmaceutical sector. As part of this stint, Shivalik worked with some of the leading global data providers in the CRM space. Here Shivalik learned the ropes as to how to handle large global teams and work across complicated environments (mergers, acquisitions etc).

In January 2007, Shivalik joined MapmyIndia, and is now the Chief Business Officer and member of the

Executive Management strategizing the future direction of the Company. Shivalik is an evangelist promoting

'mapping, location, navigation, GPS' across various forums and platforms in automotive, mobile, internet,

enterprise and government domains, nationally and internationally. He has been instrumental in forging alliances with all the leading car companies and system suppliers in the automotive industry displacing well known players, as well as with large enterprises, government departments and systems integrators. While Shivalik has a hands-on managerial approach he believes in empowering his team members to maximize their potential.

Shivalik holds a Bachelor of Engineering from National Institute of Technology, Rourkela (1999) and a MS in Industrial Engineering from Texas A&M University, College Station, Texas, USA (2001). Shivalik is married to Rakhi and finds time to spend quality time with his son and daughter and read non-fiction. Shivalik lives in Mumbai.