



Ragunathan Gopalakrishnan, *Head of Data Architect (Consumer Bis -Customer Management)*, **Maxis Mobile Services**, Malaysia

Have over 20 years of professional experience and 17 of it in the telco industry, ranging from network, IT and the last 5 years with the business team. Has been architecting and leading both in technical and business areas of analytics implementation.

Lead the Data Architect for Maxis (Digital Service-Digital Platform) Malaysia, supports and advices both Business and IT and in applying and operationalizing data and customer analytics in improving revenue and optimizing cost. Key is to help these clients understand their business drivers, measures for success and the use of analytics to radically enhance decision making