# IEEE Conference on Consumer Electronics Asia 2017

## WiE Track on 6th October 2017 between 3.45 PM to 5.15 PM



**Speaker -1: Mrs Pallavi Srinivasa, Director, Product Management, Cisco**

**Title**: Software Defined Networks

**Profile** - Pallavi Srinivasa is an industry veteran with over 16 years at Cisco in various leadership roles in areas of product management, technical marketing and sales. During the course of her career at Cisco, Pallavi has led product management and technical marketing teams in the areas of enterprise networking, IOS software, network management and analytics applications. Pallavi has also spent a significant amount of time focused on driving business growth in India in the enterprise and data center portfolio in a quota carrying overlay sales capacity and built a tremendous amount of mindshare and business traction in driving beachhead Nexus deployments in India. Most recently, Pallavi has been leading Enterprise Switching Portfolio

Outside of Cisco responsibilities, Pallavi is also very active in mentoring STEM programs, driving diversity of leadership in technology companies. Pallavi's strong belief in encouraging product companies in India has driven her to volunteer at the NASSCOM Product conclave in various capacities and mentor budding entrepreneurs on a voluntary basis.

**Speaker-2: Mrs Sai Geetha, Software  Development Engineer, TESCO.**

**Title:** Apache Spark on Hadoop – Optimization and Parallelization Techniques

**Profile:** Sai Geetha is a Software Development Engineer at Tesco, technically guiding the team that works on Retail Demand Forecasting at Tesco. She has 20 years of experience working with various technologies ranging from Java, Android, iOS, and various open source technologies and on the Big Data platform including Hadoop, Spark, Hive, Oozie and Presto. Just as she pioneered and built efficient mobile frameworks for Tesco 7 years ago, she is currently instrumental in setting up the big data strategy and platform for the forecasting team at Tesco.  She has a proven records of designing and implementing highly scalable, reliable, extensible and secure platforms for very large clients through her career. Sai Geetha holds a Masters in Technology (M.Tech) and Masters in Science (M.Sc Physics) and has been a recipient of several gold medals in her academics.