

Kiruba Shankar Speaking Introduction

NOTE:

(Ideally the person introducing Kiruba adds a personal anecdote or story about why Kiruba's talk is important to the group.)

Ladies and Gentlemen, Welcome and its my privilege to introduce our Keynote speaker.

Kiruba Shankar is the CEO of Business Blogging, a leading social media consulting firm. He is one of Asia's foremost expert in Digital strategies, bringing in 16 years of work experience in the online space.

He is a serial entrepreneur having started new ventures in diverse fields. He co-founded F5ive Technologies that does open source development. He is a passionate agriculturist and farms at Vaksana, his 7 Acre farm. Being passionate about books, he started a publishing company called Verdure Books.

Prior to his entrepreneurship role, he was Associate Director of Sulekha.com and a senior manager at Sify.

He has authored 3 books: 'Copy Right and Left: Understanding Creative Commons' , 'Wikipedia : A Beginner's Guide' and 'Crowdsourcing Tweet'. His next book on Couchsurfing will soon be published.

He has been a technology columnist at The New Indian Express, Business Standard and Financial Express.

He sat on the advisory board of RangDe, a peer-to-peer micro-lending initiative supported by ICICI Foundation.

Kiruba is passionate about teaching. He has lectured on Social Media at IIM Kozhikode, IIM Bangalore, IIT Madras and Asian College of Journalism.

Kiruba is the Ambassador for TEDx program for India. He has helped organize TEDxChennai. He is the curator of Cerebrate.in, an international event for achievers.

He is a professional podcaster and hosts Kiruba.TV where he interviews global achievers. BusinessWorld magazine once ranked his blog Kiruba.com as one of India's top blogs.

Kiruba is a rowing champion and has captained the Sify Rowing Team to four consecutive championship titles, a record in the 144 years history of Madras Boat Club.

Ladies and Gentlemen, please put your hands together for... Mr.KIRUBA SHANKAR !!