

Arun Subramanian

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Innovative Product Development Leader with 22+ years of enterprise and mid-market technology product strategy and development experience, people leadership



Arun Subramanian is an independent advisor working with multiple start-ups and angel investors, providing them with strategic consulting for product development and business process efficiency since August 2017. With over 20 years of global experience building enterprise-grade solutions, Arun's focus now is on innovative applications accelerating digital transformation in the mid-market & small business segments. Key products he has helped design in this period include: 1) A light-weight ERP solution for Production planning, Inventory Management & Accounting targeted at small businesses (\$10 – 50Mn USD turnover) in the manufacturing sector – deployed to 10 customers 2) A Compliance solution focusing beyond Tax Compliance and covering multiple industrial compliance requirements in the very complex Indian market, and offering proactive compliance management – currently in advanced design phase. As a recognized industry expert in the areas of Procurement, Sales, Indirect Taxation and Public-Sector Solutions, Arun continues to advise Fortune 100 companies on these topics. Arun Subramanian is a founding member of ARTILAB Foundation (a Dept of Science & Technology, India Government approved Technology Business Incubator). ARTILAB incubates start-ups building technology solutions for the disabled.

Arun invests significant time in nurturing the younger generation to foster a culture of sustainable innovation and is a mentor with the Atal Innovation Mission (under the Government of India's NITI Aayog). He is also working closely with senior faculty of the Indian Institute of Management, Bangalore to author material for management courses that look beyond the traditional curriculum and inculcate holistic learning.

As Vice President and Global Head of Logistics Localization at SAP (2013 – 2017), Arun was chartered with the conceptualization and delivery of multiple market opening products that delivered €1.2 billion in revenue. He led the execution of this assignment, in partnership with multiple in-country SAP teams. He managed a 300+ member global research & product development organization spread across India, China, Germany, Russia, Portugal, Brazil and the USA.

Arun conceptualized a path-breaking framework that drove the transformation of traditional ERP delivery models to new generation technology platforms – the US Patents Office has granted the patent. As a “build once, run anywhere” solution, this framework enables localization offerings on the SAP Cloud Platform (SCP, formerly HANA Cloud Platform) as a service for consumption across various products – both SAP and non-SAP. Tax computation-as-a-service and electronic-documents-as-a-service (including electronic invoices) are the dominant services that are now offered in the global market supported by a brand-new Cloud DevOps group.

In 2016-17, Arun closely tracked the evolution of a new tax regime in India (Goods and Service Tax – GST) which subsumed several indirect taxes, bringing a paradigm shift in supply chain management and

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electronic data communication to tax authorities. With a 3500+ SAP enterprise customer base in India, and with the new tax laws effective 1 July 2017, Arun led the design and development of a solution that has successfully & seamlessly transitioned the entire customer base into the new regime. The electronic data communication layer was also built on the SAP Cloud Platform as a “localization-as-a-service” offering, to help both SAP and non-SAP businesses to benefit from this robust solution. Within 2 months of delivery of the solution, sales revenues for the APJ region exceeded that of North America (a first for SAP), garnering appreciation from the SAP Board and the CTO, and resulting in the prestigious SAP President’s Award for Arun. In parallel, the team created applications supporting the Euro 2020 Digital Agenda, forecasted to cross €25m annually.

Arun has managed global teams since 2006 and has rich exposure to the practices and opportunities in growing multi-cultural and global product organizations. His understanding of local nuances and the impact of culture on processes, has helped him lead teams that win. He has infused a culture of curiosity across disciplines - from business and product domains to technology and engineering. He has designed several innovative programs that foster a design thinking approach to developing solutions with functional expertise, resulting in customer delight. He enjoys delivering training and is an acclaimed SAP coach.

Arun started his Software Development career at BaaN Infosystems India Private Limited, Hyderabad in 1997 and worked there for 2 years before moving to SAP Labs India Pvt Ltd in 1999 as a Developer.

Arun holds a Masters in Business Administration from NIT, Tiruchirapalli and a Bachelor’s degree in Electronics & Communication Engineering from Osmania University, Hyderabad.

Arun is widely travelled and enjoys exploring local cultures and arts. His passion for cricket continues from his college days where he played for the Hyderabad leagues. A connoisseur of Indian classical Carnatic music, and a trained percussionist, he works with local organizations to promote the art across generations. Arun is also committed to embracing sustainable environmental practices – he is an urban farmer and supports multiple environmental causes – he has personal goals to achieve zero-waste living and get off the grid.