

# Madhavan Srinivasan

Founder & CEO at GQuotient Systems

madhavan.s@gquotient.com

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## Summary

Enable business transformation and value creation, through entrepreneurial and professional pursuits

#In the immediate past spanning 14 years, I have been an entrepreneur with different business and technology leadership roles.

#Key achievement has been to create a brand, a technology organization and the customer value proposition that is sustainable.

#Used my general management skills to conceive business models, create product IPR, build delivery capabilities and develop organizational competencies in all of the entrepreneurial ventures.

#I have had experience of raising multiple rounds of PE/VC investments for Servion as part of the founding team.

#Widely traveled across the globe with significant exposure to international business.

In a professional career spanning 14 years, I have had different opportunities to perform in diverse functional roles.

To be a Venture Catalyst for budding entrepreneurs, Currently mentoring three start-ups in various stages.

## Specialties

Product IPR creation from India and non-linear growth models for innovative product compaies in the SME space

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## Experience

### **Founder & CEO at GQuotient**

March 2009 - Present (3 years 3 months)

Executive Management, Product IPR creation and Finance; currently focused on brandng, marketing and investor relations to raise funding

### **Founder & Director at GQuotient**

August 2008 - Present (3 years 10 months)

It is a new business venture that offers professional services in the area of Green Information and Communication Technology. The mission is to enable enterprises in their eco initiatives to meet the stated economic and sustainability goals through smart deployment of ICT solutions. GQuotient Systems will use a holistic, metrics driven approach to determine Return on Eco Initiatives (RoE).

**Co-Founder and Director at Servion Global Solutions Limited**

1995 - Present (17 years)

Having been part of the executive team as a founder, I have relinquished operational roles few years ago. I have been a transformational leader for the company in different functional roles.

Anchored some of the most significant marketing initiatives and all of the technology practices during an active executive stint.

As a board member, I help the Executive team in strategic customer and partner relationships. Also I continue to mentor the technical team for innovations through a forum called Innovectors.

**Co-Founder & Director at Servion Global Solutions**

1995 - Present (17 years)

As Co-founder of Servion, played diverse executive roles leading to business growth, branding and technology leadership. Having created a 5 year strategic plan and played a key role in strategic investment from Cisco, took a non-executive role to remain as part of the board of directors.

**Co-Founder and Executive Director at Servion Global Solutions**

January 1998 - June 2008 (10 years 6 months)

**Executive Director & CMO at Servion Global Solutions**

April 2004 - March 2006 (2 years)

Driving global branding, marketing and business development initiatives

**President and CTO at Servion**

2001 - 2006 (5 years)

Additional Responsibilities for Product Development, Quality Processes and Certification.

*1 recommendation available upon request*

**Director at Servion Global Solution Pte Ltd. Singapore**

2000 - 2002 (2 years)

**Founder, MD&CEO at Humanware Integrated Systems Pvt Ltd.,(Netlabs)**

1995 - 1998 (3 years)

*1 recommendation available upon request*

**Business Manager at Digital Equipment India Limited**

1991 - 1995 (4 years)

*1 recommendation available upon request*

**General Manager - PCBU at Digital Equipment India Ltd**

1991 - 1995 (4 years)

**General Manager-PCBU at Digital Equipment (I) Ltd.**

1991 - 1995 (4 years)

**Divisional Sales Manager at TVS Electronics Limited.**

1987 - 1991 (4 years)

*I recommendation available upon request*

**Product Manager, Divisional Manager at TVSE**

1987 - 1991 (4 years)

*I recommendation available upon request*

**FE Specialist at DCM Data Products**

1981 - 1987 (6 years)

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## Education

**Birla Institute of Technology and Science**

MS, Management Systems, 1996 - 1998

**Anna University**

B Tech., Electronics, 1978 - 1984

**University of Madras**

BSc., Mathematics, 1975 - 1978

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## Interests

Environmental & Sustainability Issues

Executive Coaching

Early Stage Ventures

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## 5 people have recommended Madhavan

"Madhavan is one of the founder directors of Servion - the company I work for. Today he is a non-executive director having moved on to his next entrepreneurial venture - GQuotient. When I joined Servion 8 years ago Madhavan was actively involved in the day to day management of Servion - as President and CTO. Being new at that time to the IT services I learned a lot from Madhavan. He brings tremendous clarity of thought and a powerful mix of business understanding combined with an understanding of Technology. His knowledge of technology is always informed by his ability to apply it to the real world and articulate the outcome in terms of true value to businesses. He ran Marketing for Servion for several years a function that I took over. Some of the programs that were initiated during his stint (like the powerful thought leadership movement Custommerce) formed the foundation for what we have achieved in the subsequent years. As a founder and board member he was always easily accessible, informal and friendly, always ready to help, warm and with a ready sense of humor. I continue to reach out to and ideate with Madhavan and am always richer for the interaction."

— **Shankaran Nair**, *President, Servion Global Solutions*, worked indirectly for Madhavan at Servion

"I have known Madhavan for over 20 years now, since my early days at Digital Equipment India (from 1992 onwards) when we worked together supporting the manufacturing start up operations and during the early days of Pc business start up. It was clear even during the early days, that he had the vision and passion to start and grow a company. He eventually pursued his dream to become an accomplished entrepreneur building a 200+ crore company from ground up. Through the years I have known him professionally and personally, he comes across as an unassuming person that belies his inner drive and fierce ambition to pursue big dreams and execute them with extraordinary determination till his standards of success are met. He takes ups and downs in stride and has never let any setback stop him from pursuing a path that he strongly believes in. During the course of my professional interaction with him, I have noticed that he has the ability to see both the woods and the trees. He is a professional of high standards with high expectations on himself and others. At a personal level, I have seen him as a composed and warm hearted person even under trying circumstances."

— **Sairam N**, *Finance Manager - PCBU (South Asia), Digital Equipment Corporation*, worked directly with Madhavan at Humanware Integrated Systems Pvt Ltd.,(Netlabs)

"During my tenure in Digital Equipment Corp, I hired Madhavan. I saw him contribute and grow very fast within the organization. Whichever BU he worked he was an asset. All his Manager loved him for his

contribution to their business growth. He is very dedicated and professional. He knows his stuff and he is very good in interpersonal relations. I wish him all the best in his future endeavors. Sekar UVG"

— **U V G Sekar**, *Corporate Manager-Human Resources, Digital Equipment (I) Ltd.*, managed Madhavan indirectly at Digital Equipment India Limited

"My interactions with Madhavan seem so much longer than the 4 years we have worked together at TVS Electronics. I am unable to believe it was just for 4 years. He was in Marketing and Business Planning at that time, and I was in R&D. Madhavan is a balanced person with a good depth of understanding and appreciation of technical issues as well as the customer's perspective. He was a very good intra company collaboration partner to have. He brought in a great degree of professionalism to his work and his opinions and suggestions were always very well thought through. He had the entrepreneur's mindset and was very successful in starting his own ventures with ex-colleagues as partners for providing solutions to his customers. He has excellent relationship with every one. I wish him success in his new venture."

— **Sowmyan Tirumurti**, *General Manager - Business Planning and TQM, TVS Electronics Ltd*, worked with Madhavan at TVS Electronics Limited.

"Madhavan was my first boss at TVS. An outstanding people manager, he was also a very clear-headed thinker. He had the ability to get to the nub of an issue directly. I learnt a great deal from him, in particular, how to stay calm in all situations."

— **Ramesh Srinivas**, *Mktg Mgr, TVSE*, reported to Madhavan at TVSE

[Contact Madhavan on LinkedIn](#)