Mr. Srinivas Peddada

Senior Advisor, General Atlantic
India & Southeast Asia

Srinivas Peddada is a Senior Advisor at General Atlantic, drawing on more than 25 years of experience in IT applications and infrastructure to provide strategic support and advice to the firm's investment teams and portfolio companies in the Technology sector in India & Southeast Asia. Before joining General Atlantic in 2020, Srinivas was holding the following positions.

Chief Information Officer-Bharat Financial Inclusion Ltd 2012 –2020: As a member of the executive council, I was responsible for defining and executing a three-year technology strategy and be a key player in the turn-around story of the company. The strategy includes a) connecting 1500+ deep rural branches b) replacing the legacy lending platform c) build a robust business Intelligence solution with strong data management framework and visual analytics d) develop a strong credit bureau integration and predictive analytics and risk management frame work, e) consolidate the infrastructure by leveraging hybrid cloud model , f) roll out mobile computing platform for 10000+ lending officers and completely adapt PMO's JAM (Jan-Dhan/Aadhaar/Mobile) framework (first of kind in rural India)

Chief Information Officer-D&B South Asia, Middle East & North Africa Group 2007 -2012 As the head of technology and strategy, managed a $10MM yearly budget cycle across the region. Major responsibilities include business development, outsourcing, program/budget management. As a member of the executive management, I was responsible for setting up financial infrastructure and credit bureaus in Africa and middle-east markets.

Chief Technology Officer, AIG (2006 – 2007) was responsible for strengthening the technical oversight for development and maintenance practices for all divisions and also making sure they align closely with AIG OCIO direction for R&D, Architecture and Infrastructure. Responsibility also include setting up of COE' s for mission critical business supporting applications and providing vital support to business units.

Chief Technology Officer, GE Finance India Region and GE global support team (2005-2006)-Managing Technology Strategy and Operations for. Responsibilities include $MM IT Project Management, Strategic Technology Planning, System Architecture/Design, Business Process Re-engineering, Large-Scale Internet Applications deployment, Data Center Operations, Data Modeling/Data Warehousing, Security & Network Infrastructure, Vendor Management & Customer Relationship Management.

Chief Architect, IBM: 1995 - 2005 Key Project Implementations – 1: Created and implemented a 2 year $ 5 Million dollar strategic plan to modernize Unemployment Insurance benefits business process for NY State Department of Labor.

Senior Systems Analyst, TCS (1992-1995) Served as Account Executive, Offshore Project Coordinator, Systems Integrator and Technical Lead.