

**Institute of Electrical and Electronics Engineers (IEEE) Hyderabad Section
IEEE Education Society Chapter
In Association with R&D Centre and ECE Dept. of CBIT and IEEE CBIT SB
Presents**

**A Webinar on
“Building product portfolios through innovation”
(New Product Creation & Commercialization)**

Date:
30 January 2021, Saturday

Time:
09:30 AM- 10.45 AM (IST)

NO REGISTRATION FEE

Registration Link:
<https://events.vtools.ieee.org/event/register/257196>

WebEx link will be shared on first come first serve basis#

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Abstract

In this talk, Sri.Shankar will speak about how a new product is created and commercialized with new innovative technologies. Through a recent product he developed as an example, Shankar will share how customer-centric innovations create value and commercial success for organisations.

About the speaker

Sri. Shankar V. Achanta did B.E (EEE) from CBIT and received his M.S. in Electrical Engineering from Arizona State University. He joined Schweitzer Engineering Laboratories, Inc. (SEL) in 2002 as a hardware engineer, developing electronics for communications devices, data acquisition circuits, and switch-mode power supplies. He is recognized as an innovator with 20 awarded patents in the field of power systems and communication technologies, placing him in the top 10 inventors at SEL. He currently holds the position of R&D Engineering Director at SEL. He is featured in The Everyday Innovator Podcast.

