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Global Powerhouse 25 Leaders
Excellence in Leadership & Outsourcing



Bobby Varanasi is one of the acknowledged **Top 25 Globalization Leaders** in the global sourcing space and the Founder of **Matryzel Consulting** – an independent advisory firm that has been acknowledged as one of the **World's Top 20 "Best Outsourcing Advisory Firms"** two years in a row (2013 & 2014). He brings with him two decades years of experience in consulting and management across IT, Business Services and building global operations. He advises federal governments across four continents on ICT sector development with particular emphasis on policy development, industry-government partnerships aimed at creating domestic resilience through increasing productive (and inclusive) faculties of entrepreneurs. Bobby also advises Fortune 500 customer organizations and emerging market entrepreneurs on strategy, growth, sourcing and expansions. He is often quoted and published in Forbes, fDi, Economist, The Outsourcing, ICT Media BV, Ratio Magazine Africa, Outsource UK etc.

Bobby holds Board positions with the [International Association of Outsourcing Professionals \(IAOP\)](#) – a standard setting organization – and the [Global Sourcing Council \(GSC\)](#) - an entity focused on sustainable and socially responsible sourcing practices (both headquartered in New York). He is on the Board of four distinct IT and ITeS companies in India and Malaysia. Bobby is also a Board Member for socio-economic initiatives like [TriSCA](#) (Tri-Sister City Alliance of Johannesburg, Rio de Janeiro and Pune) headquartered in Brazil, and [AITEC](#) in Africa. He is an External Advisor to [Outsourcing Malaysia](#), a non-profit association engaged in developing the outsourcing industry, and an Assessor & Mentor, Product Development & Commercialization Fund (PCF), established and managed by [Multimedia Development Corporation](#), Govt. of Malaysia that focuses on new technologies, new trends and entrepreneurship development.

Bobby is the author of a book titled ***"Humanomics – Making Sense of Socio-economic Impacts of Global Sourcing"*** published by Author House (a Penguin Random House company), which is available on Amazon, Google Books etc.

Bobby holds a Diploma in Sustainable Development from Columbia University, USA; and two Masters Degrees (one each in Solid State Physics and Management) from India. An avid scuba diver and basketball player, he currently splits his time between Newark, DE, USA and Kuala Lumpur, Malaysia with his wife and two sons.