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**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 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.

## Synopsis:

### **Sourcing & Its Role in Transforming Socio-Economics - The Contrarian Journey**

The term outsourcing evokes much emotion - gyrating typically around cheap labour, offshore locations, job losses, security risks, domestic predicament etc. while its value is not quantifiable beyond commercial cost-aligned gains. There is a strong need to combine a variety of disciplines into creating solutions that address critical issues like unemployment, declining employability, increased sense of entitlement, irrelevance of traditional education systems etc., so as to create a productive populace going forward into the next two decades. While most corporations engage with each other for economic gains there is as much need for them to enmesh social goals into their pursuits. Learn how sourcing can create sustained socio-economic value through discovering and enlisting productive capacities of people worldwide.