

THE GURUS

MEET THE INDUSTRY LEADER

ROUNDTABLE TOPIC 1:

Navigating Geopolitical Risks and Trade Uncertainties: Ensuring Business Resilience in Asia

Bobby Varanasi, COP

is a globally recognized thought leader in the fields of digital disruption, the future of work, and business strategy. Ranked among the Top 20 Global Leaders by Thinkers 360 and a Top 25 Globalization Powerhouse by Globalization Today, Bobby has over two decades of experience advising Fortune 500 companies, governments, and entrepreneurs worldwide.

As the Founder & CEO of Regenerative Futures (formerly Matryzel Consulting), Bobby leads an independent advisory firm specializing in global sourcing, M&A, carbon management, and circular economy solutions.

He has worked extensively with governments across North and South America, the Middle East, Africa, Asia-Pacific, and Australia to develop national ICT policies and drive inclusive tech entrepreneurship.

Bobby is deeply engaged in shaping global standards, serving on the boards of the International Association of Outsourcing Professionals (IAOP) and the Global Sourcing Council, and contributing to standards like the Outsourcing Professional Standards and Impact Sourcing Standards. He is also Vice Chairman of the Malaysia-Australia Business Council and Co-founder of ThynkBlynk, a blockchain-based trust ecosystem firm.

An accomplished author, Bobby wrote Humanomics (Penguin Random House) and contributes to publications including The Economist and CIO Asia. He holds a Diploma in Sustainable Development from Columbia University, and two Master's degrees in Solid State Physics and Management.

Bobby is a Certified Outsourcing Professional (COP), an ISO 9000/CMMi Quality Auditor, and an avid scuba diver. He resides between the U.S. and Malaysia, pursuing both professional excellence and personal exploration



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