

Shashi Shekhar Vempati

A Technocrat, Columnist, Policy Thinker and now Author, Shashi has served in various Leadership roles in the Indian Technology, Media and Public Policy space.

Most recently Shashi was appointed Chairperson of the External Experts Groups to review the functioning and future roadmap of Educational Media Research Centres at 22 universities across India, by the University Grants Commission of India.

Between 2017 and 2022, Shashi served as the youngest and first non-bureaucrat CEO of Prasar Bharati, India's Public Broadcaster overseeing the transformation of broadcasting (TV/Radio) across the twin networks of Doordarshan and All India Radio.

Between August 2017 and May 2019 Shashi also held additional responsibility as CEO of India's Parliamentary TV Channel - Rajya Sabha TV which covered the upper house of the Indian Parliament.

Shashi is an alumnus of IIT Bombay and has written extensively on emerging technologies and public policy issues in the Indian context covering Digital Platforms, Media, AI, 5G, Direct to Mobile Broadcasting and Web3.0 among others. Most recently Shashi has co-founded a forum for the development of an Artificial Intelligence ecosystem in India.

After a long stint at the Indian Information Technology major Infosys Technologies between 1997 and 2012, Shashi managed a digital news media platform Niti Digital which was responsible for Prime

Minister Narendra Modi's digital campaign, Mission272+, during the 2014 General Elections in India.

Shashi has extensively contributed to the Broadcasting sector in India. As the Chairperson of the Committee to Review Television Ratings Guidelines in India , Shashi has authored key reforms in the area of TV Audience Measurement for the Indian Broadcasting sector paving the way for new methods of audience measurement. Shouldering additional responsibilities within the Broadcast Industry he served as an Independent Director on the Board of the Indian Broadcasting Foundation IBDF. He also served on the Board of the Broadcast Audience Research Council (BARC) responsible for TV ratings in India, having briefly served on the Board of MDPL a subsidiary of BARC that collects TV viewership data.

Expanding the global outreach of Prasar Bharati, Shashi as the Vice President of the Asia-Pacific Broadcasting Union (ABU) headquartered in Kuala Lumpur made several key contributions to the Union. He was also a Member of the Governing Council of the Indian Council for World Affairs, ICWA. He earlier served as an ex-officio member on the Board of the Public Service Broadcasting Trust (PSBT).

An innovator, Shashi also holds patents in the area of real time event management within wireless sensor networks.