



Mr. Srirangam R. Srirangarajan is currently the Managing Director for the ASEAN & ANZ Regions for **Altair Engineering**, a global technology company, which provides software and cloud solutions in the areas of simulation, high-performance computing (HPC) and artificial intelligence (AI) headquartered in MI, USA. He established the Regional HQ for the ASEAN region in Kuala Lumpur, Malaysia, and moved here in 2008.

During his career spanning more than 25 years, he has been associated with Product Design, Digital Product Definitions, Knowledge Based Engineering and Product Lifecycle Management (PLM) solutions with specific focus on Computer Aided Engineering (CAE). A strong proponent of CAE, he has been at the forefront of evangelizing the concepts and benefits of CAE, providing solutions leading to higher productivity, robust & innovative product development, and ensuring a quick to market strategy and increased profits, for the customer organizations. He's a Digital Transformation Evangelist, involved in helping organizations adopt best-fit Industry 4.0 solutions using Digital Twin, IoT (Internet of Things), Big Data, Predictive Analytics amongst other futuristic technologies