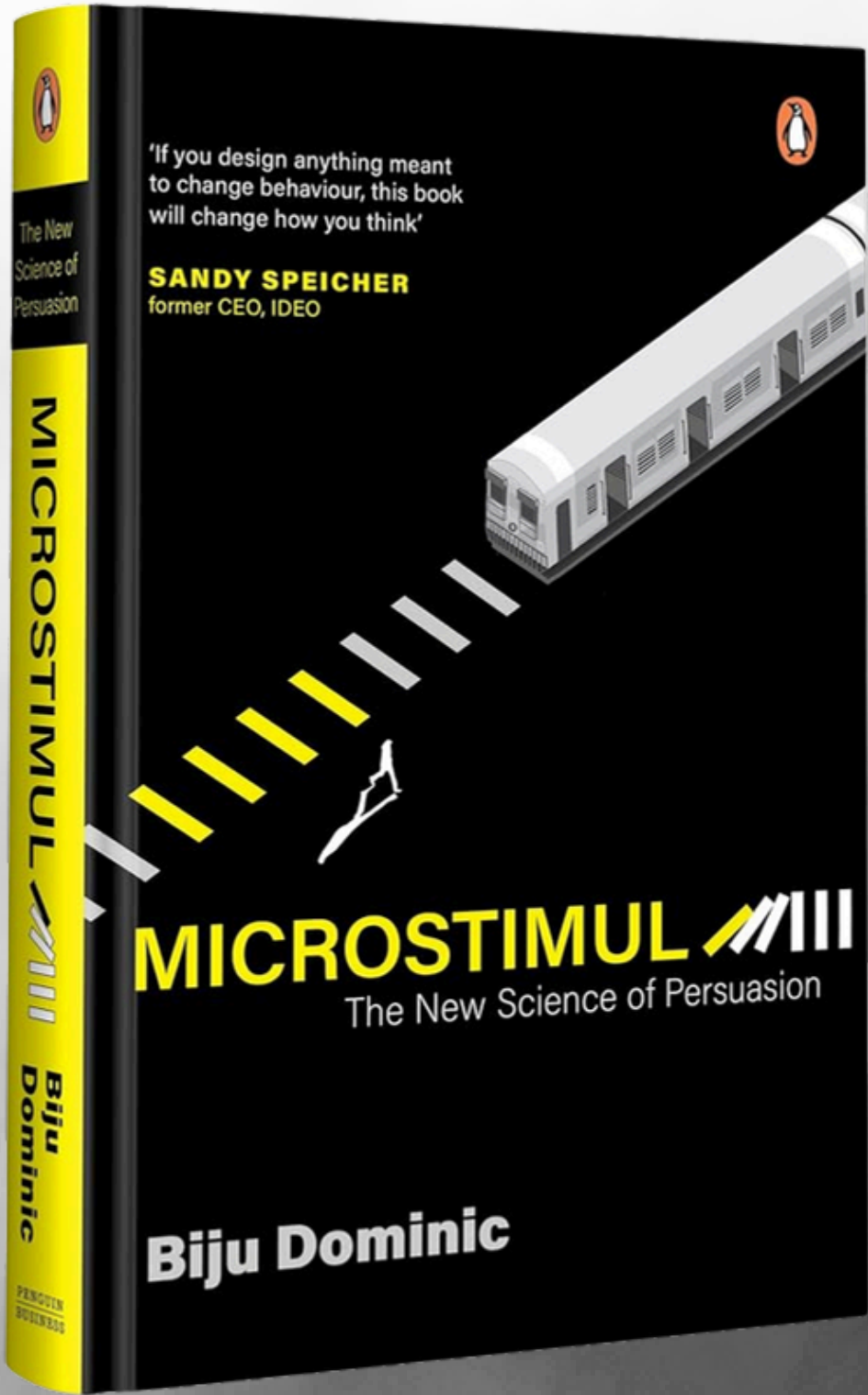


Invitation



DISCUSSION ON THE BOOK

NOV
05
2026

THURSDAY

6:00 PM – 7:30 PM

MMA Management Center



Biju Dominic



Lloyd Mathias



Prof Sreeram
Sivaramakrishnan



Sujan Saha

SYNOPSIS

Introducing MicroStimuli—nonconscious persuasive stimuli deployed in the final second before action—to activate the brain's fastest pathways and change behaviour, in mere milliseconds.

This book distils leading-edge insights from neuroscience, artificial intelligence, and design into Ethnolab—a novel research method that unravels the nonconscious brain processes and crafts MicroStimuli, precision point-of-action interventions that reliably influence human behaviour.

MicroStimuli confronts the most stubborn behavioural challenges that traditional approaches have failed to resolve.

Across the past nineteen years, MicroStimuli has addressed public problems (road accidents), organisational issues (declining digital-marketing performance), sector-specific challenges (insurance mis-selling), and personal behaviours (on-time medication) around the world. The book details exactly how these, and many other behavioural challenges, have been tackled in practice.

This book will not merely inform you; it will transform how you perceive the human behaviour problems around you. If mastering persuasion provides your competitive edge at work, this book is written for you.

PROGRAMME

5:15 PM Registration & High Tea

6:00 PM Welcome & Introductory Remarks

Mr Sujan Saha*

MD, India & Head of South East Asia

BASF Catalysts and Member, MMA Managing Committee

Overview of the book by the Author

Mr Biju Dominic

Author and Chief Evangelist, Fractal Analytics &

Advisory Board Member, BITS Design School

Launch of the book

Biju Dominic, Author in conversation with Special Invitees

Mr Lloyd Mathias

Independent Director, Board Committee Chair,

Angel Investor and Business Strategist

Prof Sreeram Sivaramakrishnan

Former Professor TISS, Mumbai

Mr Sujan Saha*

Q&A

7:25 PM Vote of Thanks

Gp Capt R Vijayakumar (Retd), VSM

Executive Director, MMA

7:30 PM End of the Programme

*Confirmation awaited

PROFILE



Mr Biju Dominic

*Author and Chief Evangelist, Fractal Analytics &
Advisory Board Member, BITS Design School*

For thirty-six years, Mr Biju Dominic has pursued a single quest: to understand what shapes human behaviour. He spent his first seventeen years in top advertising agencies, practising the craft the traditional way. In 2007, he co-founded FinalMile Consulting, now a Fractal Analytics company, to break with convention, fusing neuroscience, behavioural economics and design into a new language for behaviour change.

Today, he plays on the new frontier where neuroscience, artificial intelligence and design meet. He is driven by a simple conviction: the better we decode the brain's master algorithm, the smarter our persuasion strategies will be. Over the past nineteen years, he has applied this new approach to mitigate major behaviour challenges around the world.

PROFILE



Mr Lloyd Mathias

*Independent Director, Board Committee Chair,
Angel Investor and Business Strategist*

Mr Lloyd Mathias is an Independent Director, Board Committee Chair, Angel Investor and Business Strategist with over 35 years of leadership experience across technology, telecom and consumer sectors in India and Asia-Pacific.

He currently serves on the Boards of listed and unlisted companies spanning digital public infrastructure, financial services, media and technology. Lloyd chairs and serves on Audit, Nomination & Remuneration, Risk, Stakeholder Relations and Strategy Committees, bringing governance depth and operating perspective to board deliberations.

During his executive career, Lloyd has led multi-billion-dollar businesses, driven brand transformations, and built high-impact marketing and strategy organisations across India and Asia-Pacific.

As Marketing Head for Asia-Pacific & Japan at HP Inc., he led marketing for HP's PC business and helped accelerate digital transformation initiatives while strengthening category leadership.

As President & Chief Marketing & Strategy Officer at Tata Teleservices, he steered strategy and customer acquisition in one of the world's most competitive telecom markets. Earlier leadership roles at Motorola and PepsiCo involved P&L ownership, category creation and brand expansion across South Asia.

Lloyd has been Chairman of MRUCI, publishers of the Indian Readership Survey. He was Chairman of Mobile Asia - Asia's largest mobile phone expo and Co-Chairman of the Device Strategy Council of the Mobility Development Group, USA - a body of worldwide CDMA Telecom operators. He was also on the Advisory Council of St. Xavier's College, Mumbai between 2018-20.

Lloyd actively invests in and mentors early-stage ventures in AI, digital technology, EdTech, consumer internet and data analytics.

A recognised thought leader, he writes extensively on governance, digital infrastructure, strategy and public policy in leading national publications.

An acknowledged thought leader in the areas of Corporate Governance, Marketing & Strategy; Lloyd has written op-eds, columns on and has been quoted on business and policy issues in The Times of India, Economic Times, Hindustan Times, Mint, Business Standard, Financial Express, CNBC, ET Now and The Straits Times, Singapore. He writes on Governance; Internet Policy, Business Ethics; AI and the Future of Work. His writings can be accessed here: <https://muckrack.com/lloyd-mathias>

PROFILE



Prof Sreeram Sivaramakrishnan

Former Professor TISS, Mumbai

Prof Sreeram is an alumnus of IIT Mumbai and XLRI Jamshedpur with an excellent track record in industry (Standard Chartered Bank, ABN AMRO Bank, Mahindra-British Telecom) and academics (Area Chair, Marketing, NMIMS). He has also been a visiting faculty at institutes such as S P Jain Institute of Management and Research (SPJIMR), SP Jain Global and Great Lakes Institute of Management, Gurgaon.

He holds a PhD in Management from NMIMS. His areas of interest in research include investor behavior, customer engagement, sales promotions, sales management and B2B Marketing. His research publications include several papers in peer reviewed journals and cases in reputed publishing houses. Some of his articles have also been published in prominent business dailies like the Financial Express, Mint and DNA Money.

For over a decade, Prof Sreeram's unique and engaging style of teaching, developed through his corporate experience, industry collaborations, self-developed case studies and exhaustive research, has ignited the fire of curiosity in his classrooms and helped students discover new possibilities. The conceptual clarity and rigour of his courses have always resulted in excellent student feedback (9+/10). His courses have helped over 1000 students place well and achieve coveted sales and marketing roles in Fortune 500 companies. He has also mentored and guided hundreds of student groups to success in business school competitions held by companies and institutions like L'Oreal, Hindustan Unilever, Reckitt Benckiser, Capgemini, Marico, the National University of Singapore and many others. His extensive reading interests, in-depth research in his chosen marketing subjects, and passion for sales and marketing is reflected in his classroom, where he creates an environment conducive for imparting crucial lessons that students retain for life.

Prior to entering academia, Prof Sreeram held various marketing and sales roles at ABN AMRO Bank and Standard Chartered Bank. In the former, he was involved in the integration of the Bank of America's retail business with ABN AMRO Bank, playing key roles in product management, sales and relationship management. At Standard Chartered Bank, he was a program manager for the Priority Banking program and subsequently product head for business accounts. He finally ended his stint in banking as Product Head for Mortgages.

PROFILE



Mr Sujan Saha

MD, India & Head of South East Asia

BASF Catalysts and Member, MMA Managing Committee

Mr Sujan Kumar Saha (M-Pharm, MBA): DU (Bangladesh), Bason (Boston, USA), INSEAD (France)

Managing Director, BCIL and Head of South-East Asia, BASF Catalyst Division

Sujan studied Bachelor & master's in pharmacy, Dhaka University. He did his MBA in Management and Marketing from IBA, DU, Bangladesh. He completed leadership courses in Babson college, Boston, USA. Sujan is pursuing INSEAD leadership course in Fontainebleau, Paris.

His working areas are in Chemical, Pharma & Construction industries. He was the Sr. Vice President of Bangladesh-German Chamber, Director FICCI (Foreign Investor Chamber of Commerce). Sujan is a regular visiting speaker in Prime minister office, Bangladesh, and Embassies in Mumbai & Chennai. Sujan also closely worked with Professor Md Yunus, a Nobel Laureate on social business to eradicate Malaria.

"Connections through Conversations" - is his motto.

BASF (2014 to Current)

Current Role: MD, BASF Catalysts India, Head South-East Asia (2022 to current)

Leading more than 1 B euro business, >500 FTE, Multiple plants and multiple geographies

Previous Role in BASF: CEO, BASF Coatings, India & South Asia; MD & Chairman, BASF Bangladesh; CEO, BASF-Grameen Limited; Director Business Development.

Novartis (8 Years)

Country: Bangladesh, Indonesia, Singapore, USA

Role: Head-Marketing & Sales, Head Sales excellence, Head Portfolio Management

Experience:

Pharmaceutical Industry: Square & Eskayef Pharma: 4 years

Guest Faculty: North South University, Pharmacy Department, Bangladesh

Guest Speaker in Prime minister office Bangladesh: Performance Management and Public Private Partnership

Education:

Senior Executive Leadership Program (1 Y Certification Program), INSEAD, France

Business Awareness & Leadership, 2012 (1 Y Certification Program), Babson College, Boston, USA

MBA in Marketing (2 Y), Institute of Business Administration, Dhaka University, Bangladesh

Master's in pharmacy (6 Y), Dhaka University, Bangladesh

Interest: Sports, Music, Book & Fitness

CONNECT WITH US



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MADRAS MANAGEMENT ASSOCIATION



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