

Sindhuja S **Head - Global Programs, FIDE**

Sindhuja has extensive cross-functional and global expertise in Business Consulting & Analysis, Strategy, Implementation, Product Management & Marketing, and Business Development, spanning 17+ years of experience.

Currently, Sindhuja holds a leadership position overseeing Global programs for Foundation for Interoperability in Digital Economy (FIDE), with a specific focus on Europe and the US. She leads initiatives aimed at advancing the development of digital infrastructure as a public good, through open and interoperable standards, namely Beckn Protocol. For this, she collaborates closely with prospective adopters and participants within the ecosystem to bring to life the transformative potential of open networks through Beckn; across a diverse range of sectors, including mobility, commerce, energy, smart cities, education, healthcare, and more.

Sindhuja has led high-performing teams in both large corporate enterprises and small to medium-sized startup organizations and has successfully executed engagements across the US, Hungary, Dubai, Singapore, Malaysia, and India. Her experience spans Retail & Consumer Goods Domains, encompassing Omnichannel Fulfillment, Supply Chain, CRM, and Digital realms such as Analytics, eCommerce, and Cloud technologies. Her past roles include Demand Generation & Growth initiatives for a no-code, SaaS, AI platform, and Product Management for a suite of mobile-based solutions designed to empower small businesses with digital capabilities.

Sindhuja has demonstrated a strong ability to foster collaboration among cross-departmental teams, and deliver substantial value to external and internal stakeholders, across her roles.

She holds a Masters in Business Administration (MBA) from XLRI, Jamshedpur, a premier institution in India; and an engineering degree from the University of Madras.