



COMPUTER SCIENCE AND ENGINEERING DISTINGUISHED ALUMNI AWARD



Established in 2004, this award recognizes an alumnus or alumna who has distinguished himself/herself as a leader in the computer science and engineering profession through professional contributions, public service, and personal accomplishments. Nominations are made by faculty, alumni, and other supporters of the department. The winner is selected by the department chairperson and advisory committee.

Deepak Mohan Advani owns strategy and development for IBM's Business Analytics products and solutions group. His portfolio includes products for business intelligence, predictive analytics, risk analytics, social media analytics, and financial performance management. He also owns the P&L responsibility for SPSS, which IBM recently acquired for \$1.2 billion.

From 2005 to 2009, Deepak was the chief marketing officer and senior vice president of eCommerce for Lenovo. Along with advertising, he relied heavily on sports marketing (Olympics, Formula 1, NBA), social media, corporate philanthropy, and PR to build brand awareness and generate demand. Under his leadership, Lenovo's global brand awareness increased to 60 percent while maintaining high image and preference scores. He centralized the marketing operations in India, which reduced non-working expense by 65 percent over two years. As head of the global eCommerce business, he grew revenue by 45 percent to \$400 million, and profits by 300 percent. In 2008, the Asian Brand Congress recognized him as Marketer of the Year.

Before joining Lenovo, Deepak worked at IBM for 13 years where he held several global executive positions. During his two-year tenure as vice president and business line executive at High End Intel Servers, he increased IBM's market share from 14 percent to 42 percent. Revenues increased by

85 percent to \$1.1 billion, and gross profit increased by 170 percent. Deepak provided direction to more than 1,000 developers, established a new solutions-oriented sales channel, and developed strategic alliances with companies like VMware and Citrix. As vice president of Linux Strategy, he helped craft the early strategies around Linux and open sources. He developed five key plays that drove more than \$1 billion of IBM revenue. As director of High Performance Computing, he was part of the startup team that built a \$1 billion business in four years. He led a development organization with more than 200 developers in five countries.

In addition to obtaining his bachelor's degree in computer science from MSU, he earned his master's degree in computer engineering from Wright State University and his MBA from the Wharton School of Business. He currently serves on advisory boards at Wharton, Yale, and Michigan State.

Deepak and his wife, Pooja, live in Morrisville, North Carolina. They have two daughters—Serena and Sneha.



*Deepak Mohan Advani, BS '86,
Computer Science*

