



# Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



**Coffee Break with Game-Changers, presented by SAP**  
**Wednesday at 8 AM Pacific/11 AM Eastern**  
**April 09th 2014: Gamification: Filling the Customer Expectation vs Sales Gap**

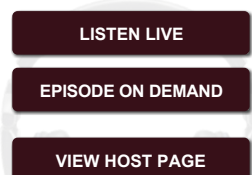
The buzz: Game on! We've always been drawn to games in our leisure time, from Senet (Egypt), Mahjong (China), dice (Iran, India) to Monopoly (US), and videogames. But while we were having fun, gaming became a serious player in the arenas of formal learning, workplace productivity and even sales. We've heard that 70% of the top 2000 companies plan to use gamification (term coined in 2002 by Nick Pelling) by 2015. Are you in it to win it? The experts speak. Prof. Ashok Ranchhod, Games Design Hub: "Curiosity may have killed the cat, so we should love and respect it. For without curiosity and i

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## Featured Guests



### Prof. Ashok Ranchhod

Prof. Ashok Ranchhod, BSc., MSc., MBA, PhD, FCIM, works as a Reader in Marketing Communications at the Winchester School of Art, University of Southampton, and holds various Visiting Professorships and an Emeritus Chair at Southampton Solent University. In 2011 he completed his role as the Director of the Mudra Institute of Communications Ahmedabad (MICA), the top Communications School in India. He also completed the Management Leadership in Education Programme at Harvard University. Ashok also ran his own biotechnology company. He has published more than 60 papers and done consultancy work for major organizations. Currently, as the Director of the Games Design Hub, he leads a team of resear

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### Gopal RajGuru

Gopal RajGuru is a sales educator, consultant, university professor, and the founder and Managing Director of Innovate+Grow Group since 2000. His passion is educating people – to help them fix problems, improve performance, and differentiate from competitors. Innovate+Grow Group provides consulting, coaching and training to help clients at each phase in their value chain, including optimizing their customer engagement model, and educating their sales teams to capture the value they create through more effective negotiation. Previously, Gopal led a team of consultants at PwC focused on year 2000 project management, optimization and audit. One global project he led involved assessing the year

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### Philipp Herzig

Philipp Herzig is a researcher and developer at SAP, Germany. He holds a B.Sc. in Computer Science, M.Sc. in Information System Research, and is currently a Ph.D. candidate at the University of Technology Dresden and SAP. Philipp is the author or co-author of multiple publications and numerous patents across various domains, including gamification. In addition, he is now the content owner of SAP's internal gamification trainings that have been passed by hundreds of employees worldwide. Formerly, Philipp worked for several IT companies, including IBM. When not doing 'IT-related stuff', he performs with several bands as guitarist, harp, and banjo player, and singer.

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