



Speaker



Ram Prasad
Co-Founder
Final Mile

Ram is a co-founder of Final Mile, a first of its kind consulting company in the world. Its practice of Behaviour Architecture TM is built on the principles of Cognitive Neuroscience and Behavioral Economics. This practice is hinged on explaining behaviour accurately and influencing it in the real world.

Final Mile is at the forefront of finding real world applications of these sciences, thereby overcoming tough behavioral challenges in both commercial and social spaces. Some of the sectors they work in are health care, CPG, financial services, e commerce, innovation, transportation safety and sanitation in India and the US. In particular, Final Mile's approach has seen considerable success in reducing death rates due to trespassing on Mumbai's suburban railway tracks. Final Mile is also a partner in the India Backbone Implementation Network (IbIn), a planning commission initiative to improve implementation of public policy.

Ram leads the company's efforts in safety, healthcare and in the social sector. Prior to Final Mile, Ram has worked in companies like HUL, Lintas and Wipro looking after Innovation, Design Consulting, M&A and Brand Management. Ram has delivered guest lectures in leading institutions in India and the UK, including The London School of Economics, Warwick Business School and UCL. He has conducted many workshops for commercial, social and government organisations.