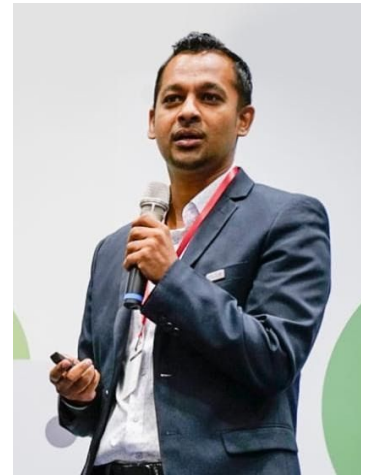# Veemal Gungadin

Veemal Gungadin graduated from the **National University of Singapore** in 2003 with a Bachelor in Computing (with merit). He is the founder & CEO of **GlobalSign.In Pte Ltd** (GSI) and also holds the position of VP for Digital & Innovation at **SACEOS**.

CEO at GlobalSignIn

Veemal founded GSI in 2007, architected and coded the very first software platform of the company. GSI is today a leading event tech company in Asia. Veemal remains at the forefront of technology and spearheads the product vision of the company's core platform, GEVME. As COVID-19 changes the nature of events and marketing forever, more than a software tool, GEVME has transformed into a platform and community to power the next generation virtual & hybrid events.

Volunteering

Veemal volunteers his time at **SACEOS** as the VP of Digital and Innovation, where he drives national level initiatives in Singapore to help enterprises and individuals in the events industry digitally transform themselves to be future ready. Some of the notable initiatives rolled out include:

- Launch of World's First Country-Level WeChat Mini Program targeting Chinese MICE travellers in Singapore (in partnership with Tencent & STB)
- OpenSource of predictive analytics code to automate events customer segmentation as part of Open Innovation Platform (in partnership with IMDA & Babel)
- Publication of Playbook on Hybrid Events, as part of Industry Resilience Roadmap (in partnership with STB)
- Launch of SafeEvent Tool, a digital tool that aims to provide economies of scale and reduce costs for venues and event organisers when having to ensure safety compliance at events. This is being rolled out as part of the National Innovation Challenge (in partnership with IMDA, Trakomatic & Viatick).

Veemal also volunteers his time on other causes such as the Migrant Workers issues, working with the National Volunteer and Philanthropy Centre in Singapore.