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'WITTY AND INSTRUCTIVE' WALL STREET JOURNAL

How to change things

switch

when change is hard

Chip & Dan Heath

NEW YORK TIMES NO.1 BESTSELLER

**Wednesday, 24 Jun 2026 (6 pm – 7.15 pm) MMA
MANAGEMENT CENTER**

CLICK TO JOIN





5:30 PM

Registration & High Tea

6:00 PM

Welcome Address

Gp Capt R Vijayakumar (Retd), VSM
Executive Director, MMA

Discussion on the theme of the book

Switch: How to Change Things When Change Is Hard
by Chip Heath, Dan Heath

Mr Babu Krishnamoorthy
Chief Sherpa, Finsherpa Investments Pvt Ltd

In conversation with Special Invitees

Ms Sujitha Arvind
Principal Architect & Founder, AA Dezine Studios

Mr Vidya Ragu
Behavioural Science Facilitator & Global Leadership Coach

Q&A Session

7:15 PM

Vote of Thanks

Babu Krishnamoorthy

Babu Krishnamoorthy is the founder & Chief Sherpa at Finsherpa Investments Pvt Ltd., a boutique wealth management firm based in Chennai catering to financial needs of High Networth Clients in India & abroad.

A fellow of the Institute of Chartered Accountants of India, Babu has over 25 years of expertise in areas related to finance and money management. Prior to starting Finsherpa, Babu has co-founded Pelican Wealth and been associated with Allegro Capital, a leading Investment banking and wealth management house.

A passionate thought leader in the personal finance space, Babu has authored the bestselling book "Unlock Secrets to a Wealthy Life" which helps young adults to start their investing journey in a methodical manner. As a professional speaker, Babu speaks on subjects relating to investment and finance.

Babu is an avid reader of non-fiction books and is an amateur marathon runner. Babu is an active Rotarian and is a part of the Rotary Club of Madras East (RCME) where he is involved various society uplifting projects.

A Past President of IFA GALAXY (one of India's oldest and leading associations for Mutual Fund Distributors (MFDs)), Babu has been at the forefront of helping the MFDs navigate themselves to a better place. During his presidency, he got 25 fellow distributors to co-author a book called STAY HUNGRY, STAY BULLISH, on how to build a Robust Mutual Fund Distribution Business.



Sujitha Arvind

Sujitha Arvind is the Principal Architect and Founder of AA Dezine Studios, with over 33 years of professional experience in architecture and design. Since establishing her practice in 1993, she has designed and executed a wide range of buildings and interior spaces, with special expertise in schools, hospitals, and hospitality projects. She has designed more than 35 schools across Tamil Nadu and has also gained international exposure as Lead Architect, India, for Exceed International, Illinois, USA, from 2004 to 2007, working on US retail, multi-use, and city redevelopment projects.

She holds a Bachelor of Architecture from REC Trichy, now NIT Trichy, and a Master's degree from the School of Architecture, Anna University. Beyond architecture, Sujitha is an avid runner, cyclist, Himalayan trekker, and writer, having published two works of fiction, *Mystical Healer* and *40 Alarms @ 4 am*. She has trekked in the Himalayas six times, cycled up to 150 km from Chennai to Pondicherry, and achieved a podium finish in the 26 km Javadu Hills Ultra. A committed Rotarian, she has held several leadership roles focused on CSR, fundraising, membership, and social impact. She is also a trustee of an NGO in Kanyakumari that runs a 100-bed hospital, nursing college, and matriculation school. She is married to Arvind, also an architect, and they have two daughters.



Vidya Ragu

Vidya Ragu is a Behavioural Science Facilitator, Global Leadership Coach, Keynote Speaker, TEDx Curator, and Founder of Himalaya Calling and SkillsGuruCool. With over 20 years of experience in human potential, leadership development, organisational transformation, behavioural science, neuroscience, experiential learning, and executive coaching, she has built a distinctive reputation for enabling individuals, teams, and organisations to achieve breakthrough performance. She has delivered more than 1,500 sessions globally and facilitated over 50 immersive retreats for participants from more than 12 countries.

Vidya is known for transforming complex ideas into powerful, high-energy, gamified, and experiential learning frameworks. Her programmes integrate modern science, ancient wisdom traditions, raw nature, and practical leadership tools to help leaders develop clarity, resilience, team synergy, and high-performance cultures. She has worked with leading organisations and institutions including McKinsey, Wipro, NASSCOM, IIT Madras, the Ministry of Education, and the Defence Forces of India. Her areas of expertise include AI-native organisational transformation, founder-led business growth, neuroscience-based leadership, cross-cultural intelligence, team culture, human performance, women in leadership, and the science of human growth.

In addition to her professional work, Vidya has held significant civic and global leadership roles, including District Secretary of Rotary International District 3234, Assistant Governor of Rotary International 3232, President of the WICCI India-Finland Business Council, and Chairperson of the Innovation and Leadership Academy at CII Yi Chennai. Through her keynotes, retreats, and leadership interventions, she continues to inspire leaders, entrepreneurs, professionals, and youth to unlock their potential and create meaningful transformation.



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