

SANTOSH HEGDE

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A results driven geospatial and data products leader with deep expertise in GIS, data integration and advanced analytics. Currently serving as **General Manager – Data Management Platform Products at Reliance Jio**, where I lead the development of data driven platforms that power large scale digital products. I work closely with business, data science, analytics and engineering teams to deliver high-impact product capabilities that translate complex data ecosystems into actionable intelligence.

With a strong academic foundation in agriculture, geospatial science and business analytics, I bring a multidisciplinary perspective to solving real world problems using data. Over the past two decades, I have successfully led cross domain initiatives spanning mobility intelligence, digital media, insurance and reinsurance analytics, energy and utilities and natural resource management. My work focuses on building scalable data products, integrating diverse datasets and applying AI/ML to enable strategic decision making.

Raised in a remote village along the crestline of India's Western Ghats, my early exposure to agriculture shaped both my academic path and professional outlook. I hold a **Bachelor's degree in Agricultural Sciences** from **UAS, Dharwad** and an **M.Sc. in Geo-informatics** from the **University of Twente**, pursued in collaboration with the **Indian Institute of Remote Sensing, Dehradun**, under the GEONEDIS Fellowship. I further strengthened my data driven business perspective through studies in Business Analytics and Intelligence at **Indian Institute of Management, Bangalore**.

This unique combination of agriculture, geospatial science and data analytics enables me to bridge technology, data and domain expertise to design impactful digital solutions.

Education

- **Business Analytics and Intelligence (BAI)** from Indian Institute of Management, Bangalore (IIM-B)
- **M Sc. (Geo-informatics)** from International Institute for Geo-Information Science & Earth Observation (ITC), University of Twente, Netherlands and Indian Institute of Remote Sensing (ISRO), Dehradun, India
- **B Sc. (Agriculture)** from University of Agricultural Sciences, Dharwad, India

Professional Experience

2022 – present	General Manager – Data Management Platform	JioAds, Jio Platforms Ltd.
2017 – 2022	Sr. Director – Data Partnerships / Near Places [®]	Near Intelligence Pvt. Ltd.
2013 – 2017	Technical/Project Manager	Mindtree Limited
2009 – 2013	Senior Analyst	Hyder Consulting
2007 – 2009	Business Consultant	Enzen Global Solutions
2007 – 2007	GIS Network Modeller	WS ATKINS
2004 – 2006	Remote Sensing Research Assistant	ATREE (CISED)