

## Bhaskar Sambasivan

**TITLE:** Senior VP and Global Markets Leader, Life Sciences

**COMPANY:** Cognizant

**EDUCATION:** MS, Computer Science, Indian Institute of Science

**FAMILY:** Parents and wife, who have always supported and encouraged him unconditionally; kids, who bring childhood back to his life

**HOBBIES:** Playing squash, chess, reading

**AWARDS/HONORS:** PharmaVOICE 100 — 2017; Cognizant CEO leadership award

**ASSOCIATIONS:** Executive Sponsor for TransCelerate consortium

**SOCIAL MEDIA:** [in](#)

**PERSONAL BRAND:** Go get it

**B**haskar Sambasivan is always pushing the boundaries and looking for ways to transform the industry — not just deliver me-too services for life-sciences companies. As senior VP and global markets leader, life sciences, at Cognizant, he has helped to lead the company's transition to digital products and platforms.

He is leading the convergence of life sciences and healthcare. He has made investments in digital health and value-based contracting, taking advantage of relationships and products within Cognizant's healthcare business unit and with outside partners to build relevant solutions and offerings for the life sciences.

In fact, Bhaskar says a career highlight has been helping Cognizant Life Sciences become recognized as an industry leader not only in terms of size and scale, but as a leading force in digital first transformation. He is particularly proud that Cognizant's Life Sciences business has grown more than 30-fold in the past 13 years. Cognizant maintains an entrepreneurial culture by giving each industry business unit the autonomy to develop and market industry-specific solutions while taking advantage of corporatewide initiatives as they apply.

One of the company's corporate initiatives is known as Cognizant Accelerator LaunchPad, a Shark Tank type of program to find, nurture, fund, and launch new Cognizant products. In the last round of LaunchPad financing, hundreds of applications across 15 business units were submitted; five ideas were selected for internal funding. Two of the five came from the life-sciences business unit, which is a direct result of Bhaskar's leadership and his team.

# BHASKAR SAMBASIVAN

## For Creating Digital Disruption

He initiated a products and solutions group within life sciences to focus filling big gaps or unmet needs. He refers to these as "BHAGs — Big, Hairy Audacious Goals." By bringing together client advisors, industry experts, and Cognizant consulting and technology groups to brainstorm, the life-sciences business unit is prepared to take advantage of the corporate Accelerator LaunchPad program to drive innovation and transformation in the industry.

He is admired as a leader in the life sciences who has been able to make a meaningful impact in the industry's transformation through digital.

"Success is measured by the value that has been created and business outcomes that have been met, and not just by personal goal achievements," Bhaskar says.

He says his biggest challenge is to run the business at an industry-leading growth rate, while changing it at the same time to be relevant, staying ahead of the competition, and being impactful to clients and industry.

If he had unlimited resources, he says he would focus on two areas: R&D transformation through meaningful use of new emerging technologies like automation and AI and setting up collaborative cross-industry consortiums to identify synergies and best practices that can maximize innovation and transformation.

Bhaskar demonstrates a personal commitment to social outreach, diversity, and academic enrichment. He is an active sponsor of

*Don't get distracted trying too many things.*

the Cognizant Outreach program, which helps provide education and facilities to underprivileged children around the world. Cognizant is now ramping up and rolling out its STEM education volunteer opportunities, and he is already encouraging co-workers to use their strong science and technology backgrounds to mentor students.

"A good mentor can identify and unlock the unique skill or potential that every individual has but has not realized," he says.

He has developed collaborations with Carnegie Mellon University in areas such as supply chain serialization and AI in drug discovery, and the company's technology leaders frequently provide topics and guidance for Carnegie Mellon's Capstone projects.

Within Cognizant, Bhaskar is committed to increasing the number of women in the organization. This year he is sponsoring one of Cognizant's Women Empowered luncheons. Women Empowered is a Cognizant movement that formed from the desire to increase recruitment of women at all levels of the organization, provide opportunities for career growth and leadership, and develop a network to build business relationships and celebrate successes. **PV**

### VISIONARY. COLLABORATIVE.



TRANSFORMATION IS:  
**ONGOING AND CONTINUOUS**

Bhaskar Sambasivan believes significant disruption in healthcare can move the needle, and he continues to make big investments in transformational initiatives.