

Application: 6100

ShivaKrishna Deepak Veeravalli

**Page: General Information**

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

**Name of Organization/Company**

Benchling

[REDACTED]

[REDACTED]

**Additional Contacts**

I do not wish to list additional contacts

**Page: Entry Information**

**Entry Title**

ShivaKrishna Deepak Veeravalli

**Category**

H09. Lifetime Achievement Award - Business Technology

**Lifetime Achievement Submission Format**

Written Answers

**a. Provide a short biography of the nominated person (up to 200 words). Required**

Shivakrishna Deepak Veeravalli, a visionary leader in cloud computing, customer management, and artificial intelligence. With 20 years of experience driving transformation at global organizations such as GE/IBM/Zenefits/Intercom/Lacework and Benchling.

He holds a Master's degree in Information Systems establishing a strong foundation for his pioneering work. Deepak holds over 15+ elite certifications including 4 Architect and 2 AI certifications from Salesforce, Oracle, and Workato that showcase his exceptional expertise.

A prolific researcher, Co-author of 5 IEEE conference papers and a distinguished speaker at multiple IEEE conferences, author of 10 peer reviewed scholarly articles (80+ citations from doctoral researchers) on topics ranging from connected data strategies to intelligent automation, influencing industry practices. Deepak's professional service includes peer-reviewing over 70+ manuscripts for 20+ leading international conferences and judging 50 entries in the 2025 Globee Awards for cybersecurity.

As an Eminent Fellow of Scholars Academic & Scientific Society, fellowships at IAEME/IETE/Raptors/SigmaXi and IEEE Senior Member he champions inclusivity and knowledge-sharing. His thought leadership featured in premier media outlets such as Analytics-Insight/TechBullion/IBTimes-India/Outlook-India/EconomicTimes/Hans-India demystifies AI-automation and cloud-CRM synergy, empowering businesses globally. His collaborative spirit has nurtured countless colleagues and shaped emerging talent.

**b. Outline the nominated person's career of achievement. There is no eligibility window for this category, so you may cite the nominee's entire lifetime of accomplishment (up to 250 words). Required**

Shivakrishna Deepak Veeravalli has devoted nearly two decades reimagining enterprise systems, turning complex challenges into growth opportunities. Today, at Benchling, he led the Point-in-Time Annual Recurring Revenue initiative, overhauling reporting and compensation systems to prevent premature payouts, reclaim manual reconciliation work, and embed multi-year payout guardrails halving incident rates.

When Lacework needed to modernize its quoting and revenue-recognition processes, he replaced manual spreadsheet work with an automated pipeline doubling revenue with flawless forecasting and introduced field-history tracking saving licensing costs, safeguarding compliance across the business.

Joining Intercom, Deepak designed modular, low-code frameworks slashing manual intervention, resolved critical data-integrity issues, and established new performance benchmarks.

At IBM, he orchestrated integrating legacy CRM data with Natural Language Processing and social media analytics, followed by a strategic initiative of transforming customer's fragmented CRM into a unified global platform, across three continents with real-time insights. His tenure at Zenefits saw him automate lead conversion end-to-end eliminating manual handoffs, cutting error rates, and accelerating deal closures without a dedicated sales force.

His contributions earned him top honors, such as Benchling's High Five award IBM's Best of IBM Award, Intercom's Outstanding Engineer shout-out, Genpact's Bronze Cheer Award and prestigious 2 Noble Gold and 2 Titan Gold Awards for revolutionizing customer journeys.

Deepak's career is defined by a rare blend of visionary strategy and meticulous execution. His work has not only delivered millions in savings and measurable efficiency gains but also inspired teams to embrace innovation and drive lasting impact, truly the hallmarks of a lifetime achievement.

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other persons in the nominee's industry(s) (up to 250 words). Required**

PiT ARR overhaul at Benchling is exceptional, delivered 90% accuracy gains, 95% fewer discrepancies and six-figure productivity-savings within three months of joining the company. His metadata-driven, real-time design marked an enterprise-scale benchmark, a feat <5% of architects accomplish, redefining scalability and trust in revenue-systems.

Deepak's Lacework achievements outshine typical sales-ops efforts, a fully automated quoting pipeline that doubled revenue, slashed 200+ monthly manual-hours saving \$100K, and eliminated \$110K annual-fees, ensured 100% compliance and 90% audit reduction surpassing third-party tools while scaling flawlessly, impressive achievement where most rely on costly, rigid solutions for incremental-gains.

Deepak's frameworks at Intercom transcended routine tweaks: he rebuilt core transaction and integration engines eliminating CPU timeouts, cutting mapping-errors by 95%, and saving 18 weekly engineering hours, while peers average minor config fixes. His low-code, modular design drove 80% faster development and \$50K annual license savings.

Mr. Veeravalli's automation of Zenefits' lead conversion-tripling rates and 75% faster closes without sales teams, outperformed reliant on manual processes, slashed 83% errors, achieving 50% faster deal velocity with multi-million-dollar revenue gains, a rarity in self-serve models, defying conventional reliance on third-party tools.

Mr. Veeravalli at IBM, designed 100+workflows slashed manual tasks by 45%, reduced AverageHandlingTime by 10%, contributing \$1M/year savings, conducted 20+ workshops with 50+ stakeholders, migrated 100M records, a rare blend of scale, precision, and cross-cultural agility. His high-throughput NaturalLanguageProcessing pipeline processed 100K posts/hour at 2.5x speed, with 95% noise removal, 92% precision profile-matching with 85% domain-tuned sentiment accuracy set benchmarks for speed and domain-specific innovation.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

Weblink-1) Heartfelt endorsements from current and former colleagues highlighting the flawless deliveries.

- a. Heather Jones - Head of Business Technology @ Benchling
- b. Lea Kissner - Ex-Chief Information Security officer @ Lacework ( currently serving as CISO @ LinkedIn)
- c. Priya Rangachar - Ex-Sr. Director @ Lacework. (currently serving as Sr. Director @ CoreWeave Inc)
- d. Rich Archbold - Ex-VP of Engineering @ Intercom (currently serving as GM @ Hubspot)
- e. Krishna Maprupeddi - Ex-Technical Architect @ Intercom (currently serving as Sr.Technical Architect @ Salesforce)
- f. Sarah Trott - Ex-SVP @ Zenefits ( currently serving as Advisor @ Pact)
- g. Gaurav Kumar - Ex-Associate Partner @ IBM ( currently serving as Engagement Director @ Salesforce)
- h. Shantanu Godbole - Research Lead @ IBM ( currently serving as Lead of IBM Research's Middle East Center,)
- i. Lakshman Nimmakayala - Industry Expert (current role CTO @ UBS)
- j. Girish Avantsa - Industry Expert (current role COO @ Accelor)

Weblink-2) Awards: honored for consistent deliveries of high-impact, innovative solutions.

Weblink-3) Memberships: affiliations with international repute that recognize my sustained technical expertise, research contributions, and leadership in engineering and scientific communities.

Weblink-4) Research : high impact 10 peer-reviewed articles cited over 85+ times, research gate profile stats.

Weblink-5) Conference Papers: evidences of accepted and submitted papers to IEEE conferences.

Weblink-6) Judging: rigorously evaluated 70+ manuscripts in 23 leading international conferences, upheld the highest standards of technical accuracy.

Weblink-7) Media articles: contributed thought-leadership articles to premier industry outlets.

Weblink-8) Professional Certifications: hold a comprehensive suite of industry-recognized certifications.

Weblink-9) Education Background: hold a Master's in Information Systems and a Bachelor's in Computer Applications, blending deep technical proficiency with strategic IT management.

**Webpage Link**

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Yes

**Webpage Link 2**

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Yes

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Yes

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### **Supporting Document**

No File Uploaded

### **Would you like to add an additional supporting document?**

No

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition (<https://www.asia.stevieawards.com/rules-and-terms-conditions-competition>).

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