

Hari Candadai

GVP, Global Product Marketing and Strategy



Mr. Candadai is a seasoned marketing professional with over 18 years experience in global product marketing and corporate marketing management, including running a successful marketing strategy and consulting firm. Prior to Rimini Street, Mr. Candadai held various product marketing and management roles in global companies including Siemens, Remedy, BMC Software, Nokia, and most recently at Ariba where he led the company's global product marketing strategy and execution.

Designing, developing and executing highly differentiated market positioning and messaging, successful go-to-market strategies and competitive leadership plans has been a continued theme in Mr. Candadai's success. He has consistently demonstrated his leadership by building strong customer relationships and optimal cross-functional partnerships within marketing, sales and customer-facing teams. Mr. Candadai is the author of several thought-leading white papers on disruptive software and services models, and as one of the chief evangelists for independent support, he is a frequent speaker at industry conferences globally.

Mr. Candadai holds an MBA in International Marketing from SV University, India as well as an MBA in Marketing and Corporate Strategy from the University of Mississippi.

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