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Mr. Candadai is a seasoned marketing professional with over 22 years of 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 strategy roles in global companies including Siemens, Remedy, BMC Software, Nokia, and Ariba where he led the company's global product marketing and go-to-market strategy and execution.

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.

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