PM PUBLISHING NEWS

Transforming Business with Program Management

Major new book by Satish Subramanian announced by CRC Press

21 March 2015 – Florida, USA – CRC Press has announced the publication of a new book titled **Transforming Business with Program Management: Integrating Strategy, People, Process, Technology, Structure and Measurement** by Satish P. Subramanian. Published by Auerbach Publications, this new book discusses a holistic program management approach adopted by organizations to execute successful strategies that improve their competitive positioning. It is intended to provide expert advice to organizations on establishing a program management center of excellence that delivers and sustains the intended outcomes of business transformation. For more about this book, click here.

According to the CRC release: Organizations need to constantly innovate and improve products and services to maintain a strong competitive position in the market place. The vehicle used by organizations for such constant reinvention is a business transformation program. This book illustrates a tested program management roadmap along with the supporting comprehensive frameworks to successfully execute business transformation programs, formulated strategies, and strategic initiatives. It outlines the steps to successfully transform any business and deliver tangible business outcomes.

The book establishes the linkage between strategy formulation and strategy execution through the program management discipline. It depicts how program management can integrate strategy, people, process, technology, structure, and measurement on cross-functional initiatives. The author details the processes, techniques, and tools that a program management team can customize and easily implement on any type of strategic initiative within the private or public sector environment to deliver and sustain the expected business outcomes and benefits.

This book discusses ten steps (or roadmap) needed to lead complex, business transformation programs to success. It showcases program management best practices and lessons learned though real-world case studies spanning different industry sectors and functional domains. **Transforming Business with Program Management** will equip executives, general managers, and program managers with the core skills necessary to effectively plan and implement business transformation strategies that drive sweeping business change and innovation.

**Satish Subramanian** is a Principal at M Squared Consulting, which is a SolomonEdwards company. His 25 plus years of management and technology consulting leadership experience has resulted in tangible value creation for F500 and global companies in the health care, financial services, high tech, and manufacturing
industry sectors. He has advised companies on their business transformation initiatives, guided them on operational optimization, driven strategic change to realize vision, executed strategic programs, and delivered sustainable results. He has built the business transformation and program management capabilities of organizations.

Satish has held executive-level positions at Ernst & Young, Infosys, Point B, and Cambridge Technology Partners. He developed his deep expertise through his hands-on consulting engagements, line role at a South Asian manufacturing conglomerate, and thought leadership in the form of authoring, speaking, and training. He is an Adjunct Instructor at Global Knowledge, a global company providing learning solutions and training services to companies.

He holds a BS in Industrial Engineering and MBA (Sales and Marketing) from the University of Mumbai and an MBA (Management Information Systems) from California Lutheran University. He is Program Management and Project Management certified by the Project Management Institute and Change Management certified by Prosci. He invites you to share your thoughts on his book. He can be reached either at satishps@outlook.com or http://www.linkedin.com/in/satishsubramanian.

For more about this book, click here.

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Source: CRC Press