



Anoop Kumar Pandey,
Title: Senior Chief Engineer
Dept: R&D Strategy
Company: Samsung Electronics (SRI-Delhi)

Anoop has around 12+ years of international experience at Samsung Electronics with a right blend of technical and business skills. In his current role, Anoop is responsible for Technology strategy, Standardization, Business development and Technical Product planning activities for Asia Pacific and MENA Region countries for Digital Television product.

Anoop has handled a range of range of Consumer Electronics products ranging from Television (Retail TVs, hospitality/hotel TVs) to Digital/Home appliances (Microwave, Washing machine).

Anoop started his journey in Samsung as a Software developer for CRT and LCD TVs and later got involved in Digital Televisions and has worked with most of the government regulatory bodies and terrestrial broadcasters in Asia Pacific and MENA region countries which were transitioning from analog to digital terrestrial broadcasting. He has also handled content partnerships for Samsung Smart Television and contributed in the launch of apps like Cric-o-mania, News ticker app and other OTT apps.

Anoop is a Green belt in Six Sigma from Samsung and a Certified Scrum master. He believes in continuous learning and holds a Master of Science degree in Software Systems from BITS-Pilani and Bachelor of Engineering degree in Electronics and Electrical Communication from Punjab Engineering College, Chandigarh.