



CEO & MD, SUPREMOLOGY

RAMANAGOUDA BIRADAR

A PASSIONATE LEADER BUILDING
A TALENT-RICH ENGINEERING
ECOSYSTEM IN INDIA

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Flying cars might not be ready just yet, but the global automotive industry is swiftly moving towards the zenith of a technology revolution. From autonomous vehicles to connectivity, Over-the-Air (OTA), electrification, and shared mobility (ACES), software solutions are rapidly programming and reprogramming the sector, thanks to a handful of bespoke innovators and progressive leaders in the segment. It's a sure bet that the industry's future heavily relies on cutting-edge software. Amidst this epoch of transformation, the industry stakeholders, including OEMs, suppliers, automotive software solutions providers, and new players, hope to bank on novel opportunities and capture critical control points in the software-driven value chain. This also implies an array of fire awaiting the budding leaders, aspirant entrepreneurs, and professionals who intend to build a career in the industry. The challenges in front of them are paramount.

Supremology, a one-of-its-kind global engineering services company, is on a mission to equip budding engineers in the country to be successful amidst the prevailing cut-throat competition. Being a Global Engineering Services company, Supremology provides expert solutions & technology advisory in end-to-end software development & services for Automotive, IT, Industrial and Avionics, specifically having specialization in AUTOSAR and Embedded technology verticals. Over the past six years, the company has been commendable successful in progressing its broad vision of nation-building from the engineering side. CEO Insights is delighted to interact exclusively with the man at the helm of the company, Ramanagouda Biradar, who walks us through his latest endeavors with Supremology. A BE from VTU and MS from Singapore NTU, Ramanagouda is a true engineer at heart with more than two decades of global experience in the automotive domain.

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A BE from VTU and MS from Singapore NTU, Ramanagouda is a true engineer at heart with more than two decades of global experience in the automotive domain. His passion for nurturing talent and spreading knowledge complements is at the crux of Supremology, the company he founded in 2016 with a broad vision of nation-building from the engineering side.



In conversation with Ramanagouda Biradar, CEO & MD, Supremology

What was your inspiration behind establishing Supremology Software Services?

The thought was always in the back of my mind. In 2014, when I was in the US, I understood that I had sufficiently served other nations and decided to lead the foundation and serve my country in the field of technology. In the aftermath of this thought, Supremology came into existence on February 22, 2016.

If you ask what led me to do so, as I mentioned, the urge to serve the nation was always with me. During my career, I have faced many challenges. Along with my hard work, something that helped me tackle those challenges is the leadership I was under in and the right mentorship I received. It helped me outgrow myself technically, gain managerial skills, and understand the importance of technical knowledge. The lack of mentorship is a major setback for budding engineers in India who aspire to grow and take their careers on the right path. This gap is making

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them miss real opportunities to showcase their talent. I have taken responsibility to guide them and nurture their knowledge this results in boosting their confidence level and helps to enhance their capability to own multiple responsibilities in various domains across the industry. Equipping them to face challenges and capture challenging opportunities is of paramount importance. I believe everyone has talent only need is the right mentorship and guidance to succeed.

Define Supremology Software Services as an organization and its current position in the industry. What's its vision and mission?

Supremology is a vibrant organization expanding swiftly and dynamically, specializing in Automotives engineering services, with extensive know-how of platforms like AUTOSAR. The organization aims to build emerging leaders whose experience should not be counted in years but based on technical expertise and how they handle challenging roles/crises and accordingly gauge their strengths/weaknesses. Supremology aim to build knowledge and career paths by bridging the technical gap and leadership knowledge by continuous mentoring and guidance so that they turn into automotive software specialists and leaders within a short span of time. Our mission is to guide and mentor the engineers from tier-2/ tier-3 cities where there is a lack of available resources to make them industry ready and turn them into fine software specialists and best leaders

Our vision is to work with automotive organizations by helping them execute turnkey projects either at our facilities (ODC centers) or at their facilities via managed projects. We also envision building a 1000+ people strong army of engineers by 2027.

What are some of the most captivating difficulties you have encountered in your professional journey? What did you learn from them, and how did you overcome those challenges?

To us, the most captivating difficulty was to sustain the momentum after we grew from five people to 95+ within three years. During COVID-19 pandemic though situation, clients started releasing resources from their projects so fast that our headcount reduced drastically, With the pandemic and lockdown staring at us, we were going through this roller coaster ride, and we had to steady our ship and start sailing again. A couple of our close associates were not ready to do a handshake to boost us or to be a part of our organization reluctant own the responsibility during those tough times, which was a major setback for us.

So, the lessons learned were: (i) Business strategies should be changed as per market circumstances and market demands to overcome all kind of challenges in all aspects, and (ii) It is important that we always update and upgrade the skill set of engineers and bridge the gaps as per market needs.

To overcome challenges, I took complete control of matters, approached many known contacts among our clients, and started fulfilling their requirements. I received direct and indirect support from our trusted clients and client SPOCS. I am happy to share today that we have a team of 180+ as of today. I got involved quickly in building



a team within the organization that started supporting the operational and technical side to grow the organization and take it to the next level.

- **Hobbies:** Playing Badminton and Swimming
- **Favorite Cuisine:** Mexican food and Indian cuisine
- **Favorite Book:** 7 Habits of Highly Successful People and Think and Grow Rich
- **Favorite Travel Destination:** Kodagu (Karnataka) and the Maldives

Tell us about your leadership approach and governance style. What is the success mantra that constantly helps you arrive at positive outcomes?

Keep it simple, identify and recognize the right resources and groom them and help them grow personally and professionally under my mentorship. Identify the potential

issues either within the organization and/or with clients/ overall market conditions and proactively take measures to mitigate them. These are a few of the factors that have helped to get positive outcomes.

As the breeding ground of your company, how has Bangalore been favoring you so far in your operations?

As our major clients are in the automotive software space, most of our clients are based in Bangalore. We have access to many subject matter experts we can regularly catch up with, due to the software infrastructure that Bangalore has.

Based on your strong professional experience, what advice would you give to the upcoming entrepreneurs in the same industry?

The burning desire in me made me quit my successful career of 15+ years and start on my own. So, I suggest that if you want to be an entrepreneur, you should have started yesterday. Don't waste any more days. Have a proper plan in mind, and hone it 100 times to make it a fine blueprint before plunging. If I can succeed, you can too!

SUCCESS MANTRA: You should be passionate about what you planned and work on it with Trust, Commitment and Honesty, and success is on your way for sure. [G30](#)

LEADERS IN BANGALORE STARTUPS

CEO Insights

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TOP 10 LEADERS IN BANGALORE STARTUPS - 2022

CEO Insights TOP 10 LEADERS FROM BANGALORE STARTUPS 2022





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IS PROUD TO PRESENT

RAMANAGOUDA BIRADAR
CEO & MD, Supremology

AS ONE OF THE

Top 10 Leaders from Bangalore Startups — 2022

This is an annual recognition that showcases exceptional leaders from Bangalore's startup ecosystem who guide the industry to its future by setting benchmarks across several key parameters.


Sujith Vasudevan
Managing Editor