



MAKING GLOBAL GOALS LOCAL BUSINESS INDIA



Shaibal Roy



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MGGLB—India!**

**Thursday, 27 April
Driving Breakthrough
Innovation for the SDGs**

Dr Shaibal Roy is a former medical doctor and social media veteran, having been involved in the management of professional online communities pre-Facebook. Shai, or @SR_Disrupt, leads in areas of disruptive innovation related to data at the consulting firm, PA Consulting. Currently, Shai leads PA's teams related to Dark Data (the re-use of abundant data for specific purposes aka secondary uses) and Social Media Analytics (focused on the combination of social media data with other data types #Hashtagcountingisnotanalytics).

Shai has been succeeding and failing with disruptive innovation since Tuesday August 22nd 2002 when a sequence of simple errors that occur all the time for most doctors and nurses, changed Shai's attitude to patient safety, clinical risk and professional accountability.

In the period since, Shai has embraced data-driven ways of working and the use of social to drive collaboration for transformational impact. This has included highlights such as influencing the G7 to embrace social to help accelerate a cure for dementia, and low points such as failing to create conditions for that celebrated breakthrough to sustain and succeed.