Dr. Setrag Khoshafian

Chief Evangelist & Vice President of BPM Technology

Dr. Setrag Khoshafian is one of the industry´s pioneers and recognized experts in Digital Enterprises, especially Digital Transformation through intelligent BPM, Internet of Things (IoT), Industrial Internet of Things (IIoT) and CRM. He has been a senior executive in the software industry for the past 25 years, where he has invented, architected, and steered the production of several enterprise software products and solutions. Currently, he is Pega's Chief Evangelist and strategic IoT & Digital Process Automation (evolved BPM) technology thought leader involved in numerous technology, thought leadership, marketing, alliance, and customer initiatives.

The majority of his time is spent with public sector as well as Fortune 2000 companies, specifically on their transformational journeys leveraging digital technologies.

He has also been full-time as well as adjunct professor in several universities across the globe.

His interests and expertise spans all aspects of innovation in Digital Enterprises. This includes Digital Transformation; Adaptive Digital Factories; intelligent BPM; Predictive & Adaptive Analytics; Dynamic Case Management; Social, Mobile & Cloud; Internet of Things or Everything (he coined the term "Process of Everything"); Blockchain, Service Oriented Enterprises; Digitization through BPM for Simplification, Legacy Modernization & Business Transformation; Real-Time Lean Six Sigma; Agile Methodologies & COEs; and Organizational Impact of Digitization with intelligent BPM.

Previously he was the Senior VP of Technology at Savvion where he invented and led the development of the world's first web centric BPM platform. He was a senior architect at Ashton-Tate where he invented Intelligent SQL, and previously an OODBMS researcher at MCC, where he invented several object databases technologies.

Dr. Khoshafian is a frequent speaker and presenter at international workshops and conferences. He is the lead author of more than 10 books and more than 100 publications in various industry and academic journals. His recent papers include: "IoT Digital Transformation in Public Sector" (including Smart Cities), "Digital Transformation Debt," "Blockchain to Valuechain," "Your Best Customer: The Well." His recent books include: *The Adaptive Digital Factory*, https://www.pega.com/insights/resources/adaptive-digital-factory , *Intelligent BPM: The Next Wave* http://pega.com/resources/intelligent-bpm-the-next-wave-for-customer-centric-business-applications/ and *Service Oriented Enterprises* https://www.amazon.com/Service-Oriented-Enterprises-Setrag-Khoshafian/dp/0849353602

Dr. Khoshafian holds a PhD in Computer Science from the University of Wisconsin-Madison. He also holds an MSc in Mathematics.

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