

Ramakrishnan Subramanian, most fondly known as 'Ramky' in the sporting world!

- Founder & CEO, SportsMechanics India Private Limited
- A pioneer in introducing Sports data analytics in India
- Conceptualized and implemented enterprise platforms across sports
- More than 4 decades of rich domain expertise
- First performance analyst with Indian Cricket Team 2003-2007
- Worked with all the elite coaches in the world

It's not every day that a person decides to flip the script and run in the opposite direction. Ramakrishnan Subramanian did exactly that when he decided to merge his two passions, sports and technology, together. Leaving behind a stable career in banking, he never looked back. This combination is what made him aspire to create solutions that will enable teams & players to perform to their best. As a Coach who wanted to bring in scientific tools into coaching methodologies of Cricket, Ramky became a pioneer in introducing Video Analysis and Cricket Analytics solutions into Indian sport as early as year 2000. His big break arrived when John Wright invited him to represent the Indian Cricket Team as the Performance analyst in 2003 based on his work in the MRF Pace Foundation, Tamil Nadu Cricket Association and National Cricket Academy where he had analyzed over 10,000 cricketers in the company of some of the top coaches in the world

Soon after Ramky's immediate success, he went on to establish SportsMechanics in India, in the year 2006. The organisation has created more than several hundred job opportunities for the sports enthusiasts in the country, and also unearthing job opportunities in Americas, Asia Pacific, Middle East, Africa, Australia, UK and Europe. SportsMechanics is the only Indian sports analytics company to have worked in two Olympics in multiple sports

Ramky went on to add more feathers to his cap, by enabling sporting organisations across the world to embark on a digital transformation journey and also realising the importance of setting up the sports analytics centre of excellence to strengthen its primary objective of optimising the operational activities, driving talent identification program, talent monitoring, talent development, creating new revenue streams, and most importantly growing the fan/consumer base of the sporting body by leveraging the structured, semi-structured, and unstructured data, and the new age channels.

More to this, Ramky, and his army went on to launch state-of-the-art solutions that delivers unprecedented data driven experience to the stakeholders in sporting ecosystem that includes the fans and consumer of the sport/brand, and most importantly, directly contributing to the top-line and bottom line growth of the sporting bodies, teams, broadcasters, media, and brands, making it all possible by leveraging the gamut of data that is available in the sporting eco-system.