

Dear SQL Community member,

Greetings. Thank you for taking the time to read my application for the PASS Board of Director position.

As an active volunteer in the SQL Server community, I enjoy spending time meeting and getting to know other SQL Server and BI professionals and helping them on things that can impact their careers. Over the last decade, I received great assistance from the community, specifically the North Texas SQL Server User Group (NTSSUG), which has helped me grow as a better professional and have a great career. I shall forever be indebted to the community for this. I hope with the service I will provide via the PASS organization, I will find a nice way to give back to the community at large.

Should I be elected to this position, I commit to doing everything I can to grow the organization and take it to newer levels of success while remaining approachable, transparent, setting reasonable goals and expectations, and making known the progress toward those goals.

I hope as you go through this application, I have clearly articulated my background, accomplishments, vision, and goals to bolster the PASS organization into new horizons.

Warm regards



PART ONE - CONTACT

1. Please provide your contact information:

[redacted]

Years of Experience
in SQL Server: 17 years

PART TWO - EDUCATION

2. Education (list all appropriate types of educational experience - Degree, Diploma, University - please detail location):

Bachelors Degree in Physics – University of Bombay, India
Masters Degree in MIS - University of Pune, India
MBA in Finance – University of Pune, India

PART THREE - COMPANY/PROFESSIONAL BACKGROUND

3. Describe your company's business:

Founded in 2005, GNET is a rapidly growing software services company that mainly focuses on Business Intelligence, Digital Marketing and Custom Application Development. GNET group is headquartered in St. Paul, Minnesota with offices in Dallas, TX and Pune, India.

4. Please provide your current job title:

Director – South Central Region

5. Please describe your primary job responsibilities:

As the practice lead of the Dallas office, I have the responsibilities in the following key areas

- **Win** new customers and new initiatives on the Microsoft Application platform.
- **Drive** technical delivery with strong customer satisfaction.
- **Grow** the GNET business in the South Central area.

PART FOUR - STATEMENT OF INTENTIONS (Short Essay Format)

(Please note that these answers should relate to your public campaign platform)

6. How do you believe PASS can better serve the SQL community in the next five years?

PASS is very uniquely positioned as the Professional Organization par none when it comes to SQL Server related activities.

At a grass root level, I want to make sure that every member of a chapter or PASS is able to articulate the value PASS is providing and how it has benefited them. So PASS needs to enhance its value proposition to the current community.

Connect, Share and Learn beyond borders – PASS will need to find ways to attract and retain SQL Server professionals worldwide to its membership base and be relevant in what folks worldwide want. With the current emphasis on Global growth, this will need to be delivered very effectively.

Apart from all this, PASS will need to get its governance model and its execution correct with the international audience. And this has to be done by carefully making sure PASS does not alienate its prime North American base of members.

7. What do you perceive is the current state of PASS?

As an organization PASS is strong with good leaders in its board and in the extended team known to many as PASS HQ. A lot of great foundational work is done but I do believe PASS has the opportunity to be more effective and deliver on its goals faster than its current pace.

8. Tell us about your accomplishments in other volunteer organizations; detail the key things you learned from these experiences:

Over the last few years, I have successfully helped lead the North Texas SQL Server User Group in the following areas:

1. Increasing membership.

2. Increasing attendance meeting over meeting. We have grown our physical attendance in the meeting to 3X in the last 2 years.
3. Delivered 3 SQLSaturday events within 12 months.
4. Financial stability for the chapter.
5. Campaigned to bring SQLRally to Dallas. See our application to host SQLRally, [here](#).
6. Successfully co-led the SQLRally – Dallas event.

Through this process, I have learned:

- Goals take more time to accomplish in a volunteer driven organization as compared to an organization where people are paid to do their jobs.
 - One has to lead a volunteer organization by example and effort and hope that others follow your way.
 - Volunteer organizations take less risk.
 - Finding venues for events is hard. There are just so many factors involved in dealing with hotels and convention centers. I have a better appreciation of what PASS HQ does after I went through all aspects of the SQLRally event with them.
9. If elected to the PASS Board, what goal would you set to contribute to the benefit of PASS? How would you work within the current PASS organization to accomplish that goal? How would this benefit the SQL Server community?

I want members of our community to be able to articulate what value they get out of PASS and the same for the members of the chapters.

To accomplish these, the following items would be top level strategic directions that would help.

1. Connecting PASS members to their local chapters.
2. Making PASS more visible at the local chapter level.

To drive international growth, I want to see PASS partner strongly with international chapter leaders at a level where they feel PASS is there to help them along the way and make them successful.

PART FIVE - LEADERSHIP AND MANAGEMENT (Short Essay Format)

10. Please describe your management and leadership background, listing specific examples of teams or projects:

Over the last 8-10 years, there were opportunities that helped me develop my leadership skills. I had to have crucial conversations with customers around their business challenges. These conversations typically revolve around:

- Understanding pain points.
- Do you have access to people who can make decisions or are you just beating your head on the wall?
- Painting a vision around the solutions you can bring to the table.

- Helping customers understand the value of how the vision can solve business challenges.
- Do you have control over the process?

I called this out on my blog as the PPVVC experience.

Typically you see this statement at most places, "A good leader always listens". I strongly believe that a "Strong Leader listens with both ears and eyes". Apart from what you hear directly, one also looks for other latent signs, like body language, demeanour, tone etc. These provide subtle hints on a lot of things that just cannot be said in a professional setup.

Whether it is projects I am involved in at my work place or things that I have done for the user group, I try hard to use my methodologies above. It helps me get unprecedented success.

11. Are you or have you been a member of any board (volunteer or professional)? Please describe:

I am and have been the President and the Board of Director - Marketing at the North Texas SQL Server User Group for the last 2.5 years. Prior to that, I was the Director of Logistics and Communication on the same Board for 3 years.

If it does not conflict with my user group activities, I participate in condo-owners association and home owner association meetings. It is an opportunity to be heard about issues and discuss priorities on things that the boards care about (like painting, roof repair, common property maintenance, etc.). I am able to help the board understand the pain the home/condo-owners care about and help them effectively prioritize goals.

12. Do you have formal management or leadership training? If so, please provide details of this training and an example of a time this training was directly beneficial:

My formal training in management comes in the form of a Masters Degree in Business Administration with a specific focus on Finance.

Apart from the above Management training, I have spent a lot of time reading Harvard Business Journals, HBR blogs and reviews specifically around leadership and non-profit topics. Every 6 months, I try to pick up a topic from the Harvard Business Journal that can help add value to what I do. Here is my current reading list:

- How 'Hybrid' Nonprofits Can Stay on Mission?
- The Difficult Transition from For-Profit to Nonprofit Boards.
- The Limits of Nonprofit Impact: A Contingency Framework for Measuring Social Performance.
- Searching for Better Practices in Social Investing.
- The Hard Work of Measuring Social Impact.
- The Many Faces of Nonprofit Accountability.
- Gender and Competition: What Companies Need to Know?

- How Small Wins Unleash Creativity?
- How Dangerous Is Common Sense to Managers?
- Collaborating Across Cultures: Cultural Metacognition and Affect-Based Trust in Creative Collaboration.
- Looking in the Mirror: Questions Every Leader Must Ask.
- Sharpening Your Skills: Motivation.
- Why Leaders Lose Their Way?
- Leading through a crisis.
- A Better project model than 'Waterfall'
- Why I like people with unconventional resumes

As a leader of a business unit and as a people manager, I use some of these learning on a daily basis and fine tune to it what works best based on the situation and need.

13. Have you participated in any strategic decision-making processes? Please provide details of specific instances:

Strategic planning is required in both my work at GNET, and my leadership position with the North Texas SQL Server User Group. While I cannot go in great details about our strategic initiatives at my work place, I would like to share with you what we accomplished as a team at the NTSSUG.

The leadership team at NTSSUG was quick to recognize that the success criteria for an effective community are:

- Bring and sustain vibrancy to our SQL community.
- Grow the community through learning and networking.
- Achieve financial stability for the chapter.

These became our strategic goals.

During the 2011 PASS event, I met a well regarded regional mentor who told me that he keeps referring new chapter leaders to join the NTSSUG distribution list and see how we run things here. I take immense pride in that since, we as a team strive hard to do things correctly and our strategic goals are aligned to what we do.

Regionally, we recognized that discussion groups do not work as well as a distribution list does. This keeps our community healthy and people participate in meaningful technical and professional discussions.

Personally, I strive hard to not waver from goals that are set and always ask the question, "Is our action today aligned with our goals?". If not, the action needs to be revisited.

Using NTSSUG chapter meetings and our SQLSaturday events as the key vehicle, today we have over 1200 active SQL professionals within our user community. We have used our revenue from

these events in a manner that has demonstrated success, responsibility, our commitment to the community, and made us financially strong.

I am extremely proud of this accomplishment.

14. Please describe your background/experience in dealing with organizational finances, including the size of the organization and sizes/types of budgets involved:

From an educational perspective, I have an MBA in Finance.

As I mentioned in the above question, "Achieve Financial Stability" was a key strategic goal for our chapter. When I took over the leadership role in the chapter, we had very little money left, and some folks had already put in their personal money to help keep the chapter going.

By bringing vibrancy back at the chapter level, we have achieved unprecedented success in the areas of chapter meeting attendance and financial success. We are strong enough to fund our user group meetings for many years today (5+ years). Our sponsor slots are filled for the next 3 months and the next 3 are already pencilled in.

At this point, due to the non-disclosure agreements I have signed with my current and past employers, I am not able to go into budget details of my work group.

PART SIX - ACTIVITIES (Special Interest Groups, Committees or other activities)

15. Please describe your past volunteer history with PASS. Who from PASS (HQ and Board of Directors) did you work with? How did you interact with them to meet your volunteer objectives?

SQLSaturday 35 - Dallas (Speaker + Volunteer)

SQLSaturday 56 – Houston (Backup speaker + Volunteer)

SQLSaturday 57 – BI Edition – Dallas (Volunteer)

SQLSaturday 63 – Dallas (Backup speaker + Volunteer)

SQLSaturday 90 – OKC (Speaker)

PASS SQLRally 2011 – Orlando (Volunteer)

PASS Summit 2011 (Program Committee)

PASS SQLRally 2012 – Dallas (Event Lead). Our application to host SQLRally is [here](#).

16. Please give an example of a project you worked on for PASS that you followed through to completion. Describe how your specific contribution has benefited the PASS organization:

1. Our first effort at SQLSaturday #35 : ~ 600 registrations , 400+ attendees

I led the NTSSUG team with its first ever SQLSaturday. This resulted in increased membership, increased networking opportunities for members, and financial stability for our chapter.

2. First to recognize a BI market for SQLSaturday: Launched a dedicated SQLSaturday #57 BI Edition – 300+ registrations , 250+ attendees – SOLD OUT IN 12 HOURS

I had the vision to have the first ever BI focused SQLSaturday. This was an effort to get the entire SQL group to embrace BI and thus provide the free BI learning day.

We also brought in BI Product Team Members from Microsoft. This helped Microsoft get some direct feedback from customers and members got their opportunity to interact and help shape future releases of SQL Server and BI.

3. Our 3rd SQLSaturday #63 : ~550 registrations , 375+ attendees

This SQLSaturday had more focus on networking. We encouraged people to introduce themselves to their neighbours in the opening session. This helped break the ice. We encouraged people to continue doing that throughout the day. This drove attendance to networking events by 3X from earlier SQLSaturday events.

4. PASS Program Committee Volunteer

As a PASS Program Committee volunteer, I helped scrub through the initial excerpts of submissions. This ultimately helped shape the sessions for SQL 2011 PASS summit.

5. PASS SQLRally Event co-lead

As a PASS SQLRally Event co-lead, I helped provide thought leadership for various aspects of the event and was responsible for the delivery of the event from the perspective of the local community. We had over 550 professionals attend this event. This was a 15-20% jump in attendance from the Orlando SQL Rally event. Heard raving reviews from various attendees about the quality of the learning sessions and the after event.

6. Our 4th SQLSaturday #163 : ~250 registrations so far

This SQLSaturday is a repeat of what did earlier with the SQLSaturday – BI edition. However this time, I am taking more of a mentor role and have empowered folks who were core volunteers before to run with the show. Along with the NTSSUG board and its president, I will still collectively be responsible for the execution of the event.

17. Detail your participation in other volunteer organizations/boards (be specific about your contribution and in what capacity):

Give Campaign at Microsoft – 7 years - Donor of time and money
Community Day at VHA – 2 years - Community Service at Salvation Army
DFW Hindu Temple - 2 years – Donor of money
Uplift Education - 2 years – Donor of money

18. Please provide details of your social media presence

[SQLRocks Blog](#)

[SQLRocks on Twitter](#)

[LinkedIn - Sri Sridharan](#)

PART SEVEN - OTHER ACTIVITIES

19. Detail other professional certifications:

Microsoft Certified Technology Specialist (2008)
MCDBA (2000)

20. Detail any awards received:

Microsoft Insiders Top Gun Award – 2008
PASS Outstanding Volunteer – 2012

21. Detail some of your more recent published professional articles, books, etc.:

I have not been published.

PART EIGHT - REFERENCES AND BACKGROUND CHECK

Volunteer References

22. PASS volunteer reference #1 (please provide daytime phone and email)

a. Reference Name: Andy Warren

[redacted]

b. Statement of Support from Reference:

June 6, 2012

Subject: Letter of Recommendation - Sri Sridharan

I am writing to you today to express my full and enthusiastic support for Sri Sridharan as a candidate for the PASS Board of Directors.

Sri has proven his interest in the SQL Server community by increasing membership in the Dallas Chapter, leading a number of SQLSaturday's, and most recently leading the local team for the second SQLRally. As he did all of those I watched him experiment and innovate – things like the "gelato break" at SQLSaturday and the school bus to provide transportation to the after-hours event at SQLRally. He is willing to try new things and to take measured risks in order to make community events more effective and more engaging.

Sri will take ownership of work given him, he will accept accountability for his actions, and he will do his best to serve the community well. I challenge you to ask him about his love of community, of the events of the past year, and of things he hopes to do in the future. I'm confident you'll see the Sri I know – capable, humble, competitive, and resilient.

Last year I also wrote a recommendation for Sri, and at the end of it I closed with this:

If I could put one person on the Board today, it would be Sri. I know he has the passion, the energy, the willingness to lead, the willingness to learn, and the desire to do good that a Board member needs.

I stand by those words today.

Regards,

Andy Warren

23. PASS volunteer reference #2 (please provide daytime phone and email)

a. Reference Name: Tim Mitchell

[redacted]

b. Statement of Support from Reference:

15 July 2012

To whom it may concern:

It is my understanding that Sri Sridharan will be seeking the opportunity to be a part of the slate for the PASS board election of 2012. As someone who has known and worked with Sri for several years, I am happy to recommend him.

Sri and I have worked together in the SQL Server community since 2010 when I joined the board for the local user group in Dallas (the North Texas SQL Server User Group). Since that time, I've gotten to know Sri personally and professionally, and have observed in him a number of traits required of a good leader. He is a hard worker and is attentive to the needs of his constituency. He is smartly aggressive with a bias to action, and can effectively delegate. He has an excellent work ethic and is quick to take on less-than-desirable tasks in the interest of getting things done.

Sri has effectively led NTSSUG through three SQL Saturday events (with another one coming in the fall) and SQL Rally, and continues to work hard to grow the group in number and depth. I believe this experience and success would be useful at the national level as well, and I would be happy to have him as part of the PASS board.

In short, I highly recommend Sri and I believe he should be submitted to the PASS voting body as part of the slate for the 2012 election.

Regards,

Tim Mitchell

24. PASS volunteer reference # (please provide daytime phone and email)

a. Reference Name: Ryan Adams

[redacted]

b. Statement of Support from Reference:

This letter is my recommendation for Sri Sridharan and my full support in his running for a 2012 PASS board seat.

Sri is an extremely dedicated person. When he finds a passion for something he follows it through to completion with an eye for perfection. Although he aims for perfection in everything he does, he understands compromise and that nothing is perfect. It's those goals and that balance that give him the edge on other leaders. You can see this through his leadership of the North Texas SQL Server User Group, the three SQLSaturday events hosted within a 12 month period, and SQLRally 2012.

He has a drive and passion that is unparalleled. He has the distinct ability to not only see the whole picture, but the potential of that picture in the future. Many people with that vision tend to forget the small things along the way, but Sri also has the uncanny sense to see those things and work them into the overall vision.

There is no doubt in my mind that Sri would become a coveted asset to the PASS board and the entire SQL Community. The above abilities combined with his diverse educational background make him an ideal fit.

NTSSUG Director of Logistics and Communications

PASS Performance Virtual Chapter Director of Marketing

PASS Regional Mentor – U.S. South Central

MCP MCSA MCSE MCDBA MCTS MCITP

<http://www.ryanjadams.com/>

Public References

25. PASS public reference #1 (please provide daytime phone and email)

a. Reference Name: Andy Warren

[redacted]

b. Statement of Support from Reference:

[address redacted]

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Sri will take ownership of work given him, he will accept accountability for his actions, and he will do his best to serve the community well. I challenge you to ask him about his love of community, of the events of the past year, and of things he hopes to do in the future. I'm confident you'll see the Sri I know – capable, humble, competitive, and resilient.

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Andy Warren

26. PASS public reference #2 (please provide daytime phone and email)

a. Reference Name: Tim Mitchell

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b. Statement of Support from Reference:

15 July 2012

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In short, I highly recommend Sri and I believe he should be submitted to the PASS voting body as part of the slate for the 2012 election.

Regards,

Tim Mitchell

27. PASS public reference #3 (please provide daytime phone and email)

a. Reference Name: Ryan Adams

[redacted]

b. Statement of Support from Reference:

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He has a drive and passion that is unparalleled. He has the distinct ability to not only see the whole picture, but the potential of that picture in the future. Many people with that vision tend to forget the small things along the way, but Sri also has the uncanny sense to see those things and work them into the overall vision.

There is no doubt in my mind that Sri would become a coveted asset to the PASS board and the entire SQL Community. The above abilities combined with his diverse educational background make him an ideal fit.

NTSSUG Director of Logistics and Communications

PASS Performance Virtual Chapter Director of Marketing

PASS Regional Mentor – U.S. South Central

MCP MCSA MCSE MCDBA MCTS MCITP

<http://www.ryanjadams.com/>

Personal Reference – Optional

28. Personal reference (please provide daytime phone and email)

a. Reference Name: Ryan Adams

[redacted]

b. Statement of Support from Reference:

Ryan Adams, who is a public reference, will also be a personal reference.

Work Related Reference – Optional

29. Work-related reference (please provide daytime phone and email)

a. Reference Name: Venkat Kavasseri

[redacted]

b. Statement of Support from Reference:

To Whom It May Concern:

Subject: Letter of Recommendation - Sri Sridharan

I am writing this letter on behalf of our employee, Sri Sridharan. Sri Sridharan has joined GNet Group on July 5th 2012 as the Director of our South Central Region. As his Manager, I am writing today to express my full support for Sri Sridharan as a candidate for the PASS Board of Directors.

We are pleased to have Sri as part of our team. In the short time Sri has been with us, he has demonstrated a willingness to listen and assist his team members in various tasks. Sri is well known in the local community for his leadership and collaborative skills and I am fully confident that he will bring these excellent qualities and traits to the PASS Board. As his employer, we will fully support the needs of his time commitment required to be on the PASS Board and PASS related activities.

Sincerely,

Venkat Kavasseri

CEO

Disclaimer

30. Have you ever been charged with a felony? If yes, were you convicted, and (briefly) what were the circumstances?

NO

31. I agree to the time and travel commitments required for this office:

YES

32. My employer is aware of and agrees to the time and travel commitments required for this office:

YES

PART NINE - SIGNATURE

33. "I, *Srikkant Sridharan*, hereby certify, on this date, Aug 8th 2012, that all information I have provided or will provide in this document is true, and I agree to abide by all the terms and conditions listed within this document.

I agree to be considered a candidate for the position of Director-at-Large for the Professional Association for SQL Server. I understand that my email address may be made available to select PASS bloggers - screened and approved by PASS - during the campaigning period for the purpose of blogger interviews with candidates.

I am aware that the term for which I am applying begins January 1, 2013 and ends December 31, 2014. If elected, I agree to fulfil the duties and obligations of the elected position to the best of my ability." *(Please answer yes or no to all of the above):* YES.