

Balaji Ganapathy

Founder & CEO, Social Positive | Former Chief Social Responsibility Officer, TCS

Balaji Ganapathy is a globally respected C-level executive who partners with corporations, foundations, and boards to realize *grassroots impact at population scale*. Guided by a belief in "**prosperity at the last mile**," he architected one of the world's largest corporate social impact portfolios at \$30B TCS, advancing economic mobility for 30 million women, youth, and marginalized groups across 55 countries, deploying \$650M in community investment.

He mobilized 188 cross-sector partnerships, 11,000 leaders, 20 million volunteer hours, and \$40 million in pro bono value, driving innovations across education, workforce development, digital inclusion, health, sustainability, and social entrepreneurship. A Tata Group veteran of over two decades, Balaji stewarded business, digital, talent, and sustainability transformations while advising CXOs and Fortune 500 companies on strategy, AI-era readiness, and cultural change. His paradigm, '**Purpose is the new Tech**,' unlocks the value-quad: business growth, employee purpose, community impact, and shareholder returns.

As Founder & CEO of [Social Positive](#), he is turning collective wisdom of practitioners to close persistent, systemic impact gaps - *between funding to needs, strategy to execution, implementation to impact, and evidence to scale*. [SP Labs](#) serves sector leaders with AI-native intelligence infrastructure: **ImpactScape** to match capital flows and community need; **SP Collective** to turn practitioners' field knowledge into shared insights, and **Rika** to bring sector research, benchmarked data and lived experience of peers as a AI impact ally.

A Charles H. Moore Award winner, Balaji's advisory contributions include the World Economic Forum, United Nations, U.S. Chamber Foundation, and the World Bank.