

Business India

Strategy spearhead

Networking company Dax Networks recently appointed T. Sivaraman as head of channels to enhance channel partnerships across the country and address the growing needs of the booming SMB market in India. Sivaraman has worked with Dax for over 13 years and has experience in distribution, marketing, field support and training. His responsibility at Dax will be to spearhead the company's channel strategy, as it sets out to address the specialised needs of the SMB market.