



Sudha Jagadish, COO, Dax

As COO, Sudha is responsible for Procurement, Logistics, Support, Inventory and Supply Chain Management in the company and, most significantly, mentoring people. Logical analysis is her forte. She is instrumental in giving the company strategic vision and direction. Sudha has dedicated herself for the growth and progress of Dax in the networking space. She has been with Dax for over 18 years now.

She is one of the main pillars of the company. She started her career as a Systems Associate in the company and subsequently climbed up the corporate ladder handling several challenges in various other departments such as Sales, Purchase, Credit Control and HR.

Sudha, the most brilliant COO, believes that the success of the brand “Dax” is her personal achievement. The brand equity Dax built over the years is a shining example of her efforts.

Subashini Prabhakar, Chief Technology Manager, Dax

Subashini is responsible for ensuring technical success of Dax in the marketplace.

She is an expert in the field of networking infrastructure. She has also played a key role in creating the largest VoIP network in the country.

She has been instrumental in consolidating Dax’s position as a leading player in the WAN market space, primarily in the routers and metro Ethernet space. Subashini has successfully convinced key telecom companies to move away from the traditional serial communication and advance to Ethernet.

Subashini has grown with Dax over the past fourteen years. Subashini started her career in Dax as a Service Engineer and today she has risen to the level of a CTM.

Subashini, as a very young CTM, evolved the “end-user focussed marketing strategy” on par with the MNC approach through establishing a “Product Evaluation Group” to address growing enterprise networking needs and a very strong Pre-Sales Team to design and support the right products in the end-users network.

