

HOT SEAT

# Empowered achiever

Her humility is transparent through her simple words. Sudha Jagadish, Chief Operating Officer, Dax Networks, discloses the issues closest to her heart, to **Renuka Vembu**



**R**espect, being tough with oneself, having pride in the job that is one is engaged into, and working for self-satisfaction and not to please people, were the values that guided Sudha Jagadish as a child, motivating her to scale heights in life. Born and brought up in Chennai, to a middle-class family, her parents were the constant moral force behind her. Even as a student, she was used to noticing people and imbibing qualities from them—be it parents, colleagues, teachers or even other people she just came across.

One of the incidents from college days that still remains fresh in Jagadish's memory is the significant impact her Maths teacher had on her. She fondly recollected, "When my performance in mathematics in class seven was not up to the mark, Ms Grace, unlike most teachers, counseled me on the issue and guided me towards betterment and progress. The kindness and personal interest she showered towards each of her students was a real turning point in my life."

## Starting the journey

In the late 80's when she was entering college and setting her career goals, Jagadish chose Computer Science because she had a strong passion for the subject, and also the field was very popular and upcoming in those days. Computers

were the most exciting option which also showed huge promise and potential. She then joined Dax Networks, as a System Associate,

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and has been with the company for almost two decades now. From a System Associate to now the COO, she has handled various portfolios in the corporate ladder—service, sales, purchase, credit control, product import, HR.

Currently holding the position of the COO, she is responsible for the overall operations of the company,

which includes the functions of procurement, logistics, technical and marketing support, supply chain management and most significantly, mentoring people responsible for these functions. Handling the multiple roles has thrown up its share of hurdles and challenges, but has also given her considerable exposure and a broader perspective of the business.

Jagadish explained, "In the early 90's, when Dax commenced its operations, and networking was in its nascent stage, there were several large enterprises who approached us for networking solutions and support. We were highly regarded in the industry even during our initial stages of growth for our technical strengths and expertise. Today, of course, with our 20 years of networking experience, we are indeed regarded as a top Indian networking brand. However, those initial days of fame and glory delights me and this I consider as one of my major achievements. Having spent over 18 years with Dax, my identity and aspirations are inseparable from my company. My vision or dream for my company would be of competing with large MNCs and positioning Dax as the top networking brand in India."

## Women power

Jagadish firmly believes in the saying: "the hand that rocks the cradle, rules the world." Hence the issue that is very close to her heart is that of social, legal, political and economic empowerment of women in India.

She stated, "Though this issue has been much debated in several forums across the country, unfortunately for most part of the community, especially in the grassroots, it still remains unheard and unseen. Therefore, I have a deep passion to see women's liberation in the real sense of the word." Dax this year attained the ideal workforce ratio of 65% men and 35% women.

Her final word explains her journey, her grit, determination and dedication, "The lesson or learning is to have a belief system and stick to it with deep commitment and perseverance, and the results will follow." Simple pleasures of life like spending time with family—husband and son, window shopping and traveling keep her happy and engaged. ■

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