

Sonata names new head for services

Ananth Padmanabhan would spearhead domestic market and build Sonata's services portfolio

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BANGALORE: [Sonata](#) Information Technology Limited (SITL), a provider in software services, today announced the appointment of Ananth Padmanabhan as head of their Services Business.

Ananth has over 16 years of experience in Sales, Business Development and overall P&L accountability. He has successfully implemented Sales and Marketing strategies for large established as well as start-up IT services organizations, said a press release.

During his entrepreneurial tryst, he successfully co-founded two enterprises in Singapore. Prior to joining Sonata, Ananth was deputy general manager for Key Accounts in [Aztecsoft](#).

As SITL's Head of Services, Ananth would focus on the domestic market and leverage both Sonata's goodwill in the customer fraternity as well as its strong ties with global technology majors to further build Sonata's services portfolio.

Ananth believes that the Indian market is maturing in its use of Information Technology as a tool to accrue business benefits and this presents a huge opportunity for consulting and services providers. As a company that has established a strong presence in the country over the last 20 years, Sonata is ably poised to be a significant player in India's IT services revolution.

An engineer from [IIT](#) Kharagpur, Ananth completed his business studies from IIM, Bangalore, the release added.