

Ex-Hewlett Packard Enterprise, India Marketing Head, joins Katonic.ai as Chief Marketing Officer

katonic.ai



Sriprabha Srinivasan

Chief Marketing Officer

Sydney, Nov 22, 2020 ([Issuewire.com](https://www.issuewire.com)) - [Katonic.ai](https://www.katonic.ai), a Sydney based start-up helping enterprises adopt AI across the IT operations, announced the appointment of [Sriprabha Srinivasan](#) as Chief Marketing Officer, effective November 23rd.

Ms Srinivasan brings 28 years of international marketing experience and a strong track record to the

role, primarily at the intersection of IT services, data and technology. Ms Srinivasan was Marketing Head for HPE, India, where she championed some of the most successful Marketing Strategies through effective Market Reach and customer relations.

Prior to that, she was Deputy General Manager, Marketing at IBM, where she played a vital role in overseeing the marketing strategy for the Services sector and was heading the CXO Marketing for India. Srinivasan also held senior marketing roles at Wipro, Microland, and Zee Education, helping to guide these companies through milestones, including IPO, double-digit revenue growth and brand leadership.

Katonic Founder and CEO, [Prem Naraindas](#), said “This is the perfect time to welcome Prabha into our team as our CMO. We are in an exciting growth period following our recent launch of the beta version of the platform, and new initiatives in the pipeline. Prabha has a proven record of driving business strategy, brand visibility, revenue, and market expansion for tech companies and Fortune 500 companies, and we look forward to working with her.”

“Prabha believes in the power of marketing to not only build brands and drive sales but also to transform the trajectory of companies and markets. With more than 28 years in the IT industry, Prabha’s passion about the use of technology to inform a customer-centric, data-driven and digital-first marketing approach across all areas of the business will help Katonic create the visibility and will pave growth for us” added [Nitin Deshpande](#), Country Head, India

“Working across core technology domains such as, data, AI and Analytics [Katonic.ai](#) have a unique approach to helping enterprises adopt AI across the IT operations”, said Sriprabha Srinivasan “Having led marketing both in the tech companies and Fortune 500 companies, I’m looking forward to applying my experience in an area which has so much potential and demand. From where the offering is, we only see it growing more with so much to do and learn along the way.”

About [Katonic.ai](#)

Katonic.ai is an AI start-up that assimilates data from cross-domain sources & combines machine intelligence with human intuition to solve challenges of IT Operations. Katonic helps IT Organisations apply AI to all the aspects of information technology (“AIOps”) to predict situations and potential failure, which can result in significant cost reductions and enhanced user experience for the customers.

Related Links

Website: <https://katonic.ai/>

Facebook: <https://www.facebook.com/Katonicai>

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