

Tulika Darbari Elevated to Senior Marketing Director at Infonikka



Fremont, California Apr 9, 2026 ([Issuewire.com](https://www.issuewire.com)) - Infonikka, a California-headquartered global IT consulting services company, today announced the elevation of Tulika Darbari to **Senior Marketing Director**, recognizing her impactful leadership and strategic contributions to the organization's global marketing initiatives.

In her expanded role, Tulika will further drive Infonikka's global brand strategy, content and integrated marketing efforts across its Salesforce, SAP, System Integration, and IT Staffing business lines. Her elevation underscores the company's commitment to strengthening its market positioning and

accelerating growth across key international markets.

Tulika brings over 15 years of experience in marketing, branding, and communications across global technology enterprises. Since joining Infonikka as Marketing Director, she has played a pivotal role in enhancing brand visibility, strengthening global positioning, and building high-impact, data-driven marketing programs that align closely with business outcomes. She was awarded the Quantum Impact Award by Infonikka for her bold marketing communications initiatives that strengthened global brand strategy and business growth.

Commenting on her elevation, Tulika Darbari said: *"Marketing today is no longer about amplification, it's about personalization, relevance, and measurable impact. As organizations scale in increasingly complex digital ecosystems, our role is to translate innovation into meaningful and simple narratives that drive trust, engagement, and long-term growth. I look forward to deepening Infonikka's global marketing vision and building momentum that is both sustainable and transformative."*

Prior to joining Infonikka, Tulika held key marketing leadership roles at Hexaware Technologies, SoftTech Engineers Ltd, Cybage Software, and SA Technologies Inc., where she consistently drove strategic marketing initiatives, global campaigns, and brand transformation programs across multiple regions. She began her career with internships at Cognizant and HCL Technologies, building an early foundation in technology-driven marketing and communications.

Her expertise spans integrated marketing, digital transformation, brand strategy, content, and global communications, making her a key force in advancing Infonikka's next phase of growth.

About Infonikka:

Infonikka is a California-based global IT services company delivering cutting-edge solutions in Salesforce, SAP, System Integration, and IT Staffing. With clients across the United States, Europe, the Middle East, and Asia-Pacific, Infonikka enables enterprises to accelerate digital transformation, enhance operational efficiency, and stay ahead in a rapidly evolving market landscape.

Through its 5000+ technology experts, Infonikka helps organizations design intelligent customer experiences, optimize enterprise systems, and build agile, globally distributed teams aligned with business needs. Infonikka serves global enterprises, including Fortune 500 clients, across diverse industry verticals worldwide, delivering tailored technology and consulting solutions.

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