



Sonata Software strengthens senior management team to build on its growth plans

Bangalore, October 24, 2013:

Sonata Software, one of the pioneers of the Indian software industry has followed up on its new strategy for growth which it recently rolled out, by adding key senior management talent across geographies and functional areas, in line with its long term plans. The company, a trusted long term service provider to Fortune 100 clients across both the software product vendor and enterprise business segments, has refreshed its focus on core services, domains and geographies to build on its strengths of deep technology expertise and client commitment in delivering IT solutions that make a difference to client business results.

Sonata has always recognized that it is the expertise, commitment and achievement orientation of its people that helps make a big impact on client needs. In building people capability in critical functions and geographies, the company has tapped well regarded senior talent who can add to these core values in the way it does business.

Mr. Rajeev Rege has joined as the Head of European Sales, based out of London. An alumnus of IIM Calcutta, Rajeev comes with a strong Sales and Consulting background having worked across different industry verticals like Manufacturing, Industrial and Energy sector for services like Application Development, ERP Services and Infrastructure. He has successfully led and driven the sales cycle for large long-term IT & BPO deals, with multi-disciplinary distributed pursuit teams and multi-layer regional reviews in his previous role as Head – Large Deal, ECS Europe with Infosys. Sonata will benefit from his cross cultural work experiences across the US, UK & Ireland, Netherlands, Nordics, Germany and Asia, as also previous companies like Accenture and Zensar.

The US geo has been strengthened with Mr. Ankush Patel joining as the Head of Sales-Americas, to drive new business development in the region, based out of Atlanta. Ankush is an MBA from Leeds University, UK. Sonata will benefit from his expertise and experience in strategy, business planning & execution, sales & marketing, leadership development & mentoring, managing C Level client relationships, research & innovation, solution/product conceptualization and development. He has worked across different geographies including the US, Europe, Middle East and South East Asia. Prior to joining Sonata, he spent 14 years with Infosys most recently as VP and Head of the Global Sustainability Business Unit. His past associations include Nortel Networks in UK, Oracle and Sonata, where he started his professional career.

Madhavi Srinivas an alumnus of XLRI Jamshedpur has taken on responsibilities as Head of the Human Resources function, based out of Bangalore. An HR professional with experience across companies like Philips and Monsanto, Madhavi also brings a wider experience spanning academia and consulting with talent development initiatives for senior management in companies like SAP Labs. Sonata will benefit from her experience in bringing a well-rounded people development focus to the operations.

Commenting on the new appointments, Mr. Srikar Reddy, MD & CEO, Sonata said “Good people are a cornerstone of any good business strategy, especially in services such as software. We are happy to have such talent choosing to come on board to be part of our efforts to go farther in



serving client needs and in building on the Sonata promise of making a difference to clients with IT.” The company is also in the process of rolling out a series of internal HR initiatives to further align the organization to identified new themes on client and business needs. With an emphasis on building on a foundation of strong talent and people values, Sonata is looking to grow, doing so with a team and culture that gives people the freedom to deploy their expertise and have a clear line of sight to client impact they can make.

About Sonata Software

Sonata Software is a global IT services company that focuses on enabling businesses win value with strategic IT initiatives. Sonata has deep technology expertise gained from multi-faceted relationships spanning Product Engineering, Professional Consulting Services, Early Adopter Programs, Implementation and Alliances status with leaders such as Microsoft, SAP, Oracle, IBM, HP, hybris, TIBCO and Kony across Multi-Channel Commerce, ERP, CRM, Supply Chain Management, Analytics & Business Intelligence, Cloud, Social and Mobile technologies, enabling innovation, reliability and faster time to market in implementing the best IT solutions. Sonata leverages this expertise through a service line spanning Consulting, Application Development, Testing, Maintenance and Infrastructure Support, to deliver business critical outcomes across Customer Engagement & Growth, Enterprise Efficiency & Collaboration and strategic IT Cost Management needs for consumer facing enterprises in Travel, Retail and Consumer Goods industries. A unique delivery model built on dedicated customer specific Centres of Excellence, strong Governance and Value Co-creation, over decade plus relationships, underline the even deeper commitment Sonata seeks to bring to make a transformational impact on the clients critical business metrics. Sonata seeks to add differentiated value to leadership who want to drive strategic change with IT, for their businesses.

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