



Vibha Rustagi
President and CEO, itaas, Inc.

Biography

Vibha Rustagi is the founding partner, President and Chief Executive Officer of itaas, Inc. itaas provides an innovative and compelling suite of video on demand (VOD) products, and is the only provider of end-to-end iTV solutions in the digital video industry, serving broadband operators, cellular providers, set-top manufacturers, application and content developers, middleware and OS providers. itaas' team of architects and application experts continue to solve complex digital infrastructure challenges, helping customers navigate through the convergence of video, voice, data and wireless technologies.

Ms. Rustagi is responsible for expanding itaas' leadership position in the industry and provides strategic direction and business development expertise. With a prestigious list of more than 100 customers and with products deployed in 50 cable systems across North America, itaas prides itself in understanding and addressing ongoing challenges for its customers by staying ahead of the technology curve.

She has more than 20 years of cable television related experience, including strategic business development, marketing, and product management, engineering and sales for domestic and international markets. Ms. Rustagi earned seven patents during her tenure at Cisco (formerly known as Scientific Atlanta).

She holds a Bachelor of Science degree in Electrical Engineering from The University of Pittsburgh and a Master of Business Administration from Georgia State University. Ms. Rustagi is an active member of The Cable and Telecommunications Association for Marketing, The Society of Cable Telecommunications Engineers and is a Mentor Member of the The Indus Entrepreneurs (TiE).

Ms. Rustagi was featured amongst the "Top 40 under 40 Up and Comers" by the Atlanta Business Chronicle, and was selected as one of the top 100 Most Influential Minorities in Cable in 2005 and 2006. She is a recipient of the University of Pittsburgh's Distinguished Young Alumni Award in 2006. Multichannel News selected Ms. Rustagi as one of the "Women to Watch 2007" for her creative and concrete contributions she has made to the growth of itaas and the growth of Pay TV, broadband and telecommunications industries. The Russel Athletic Shootout honored her amongst the 10 most influential and successful businesswomen in Atlanta, and most recently, the Atlanta Magazine selected her amongst the top 50 most influential international Atlantans.