



Vibha Rustagi

President and CEO

itaas, Inc.



Vibha Rustagi, president and CEO of itaas, Inc., has been involved in the telecommunications and cable industry for more than 22 years. She started her career as an engineer as well as marketing and sales professional at Scientific-Atlanta, now Cisco, where she was integrally involved in the design and launch of the first digital networks and the development of early interactive applications.

In 1999, Rustagi and Scientific-Atlanta (Cisco) colleague, Jatin Desai, and Jaspal Bhasin saw the need for a software development and consulting firm focusing on interactivity. In just 11 years, her expertise and strategic vision have grown itaas from a three-person start-up to a financially sound and successful company with over 200 employees and offices in three countries. itaas is a leading provider of the development, architectural design, integration, testing, and deployment of interactive digital video delivery solutions and applications. Customers include service providers (such as Comcast, Time Warner, Cox, Charter, Cablevision, Bright House, Insight, Videotron, Rogers, etc.), technology vendors (including Cisco, Motorola, Technicolor, Pace, etc.) as well as content providers and applications developers.

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 addition, she was a recipient of the University of Pittsburgh’s Distinguished Young Alumni Award. Multichannel News selected her as one of the “Women to Watch” for the creative and concrete contributions she has made to the growth of itaas and the growth of Pay TV, broadband and telecommunications industries. The Russell Athletic Shootout honored her amongst the 10 most influential and successful businesswomen in Atlanta, and the Atlanta Magazine named her one of Atlanta’s top 50 most influential international leaders. Most recently, Rustagi was awarded the “Individual Leadership” award from [itvt] for her leadership in the interactive, multiplatform TV industry.

Rustagi holds a Bachelor of Science in Electrical Engineering from the University of Pittsburgh and a Master of Business Administration from Georgia State University.