

## KRISHNA CHARI

### President & CEO

#### Priamba Soft LLC



**Who/what has inspired you?** I am greatly inspired by the creativity of Steve Jobs, who co-founded Apple, one of the only tech companies to offer a significant challenge to Microsoft's dominance in the 90s. In contrast to Bill Gates' methodical expansion, Jobs' influence on Apple was one of creative bursts. Apple was a failing computer company when Jobs returned to it and made it into one of the top tech companies in the world.

**What is something you are totally passionate about?** I am passionate about helping my alma mater (the Indian Army Soldiers and their Families). The Army's training has taught me the meaning of "service before self." First, your country (which in entrepreneurship meant your company) and the welfare of people you command (which at the company level meant the welfare of your employees/the people in the community you serve). In line with my passion for giving back to the community, I am the president of the Shraddha Foundation, a New Jersey-based nonprofit, which supports the families of martyred soldiers and children of serving soldiers in the US Army. As the co-chair of the American Tamil Entrepreneurs Association I have helped start-ups bootstrap and learn the

art of linking with each other.

**You'd never guess that...** I would be a successful entrepreneur one day. Once a soldier, always a soldier. Coming from my past military background, I would probably have continued to work for corporates. I have to thank my wife Usha for pushing me to undertake entrepreneurship and start my own business. As they say, "Behind every successful man is a strong woman."

A retired military officer and aviation pilot from the Indian Army, Krishna Chari started his entrepreneurial journey when he founded Priamba Soft LLC, an engineering services and technology consulting startup in New Jersey. Chari's expertise in the technology industry came from more than 40 years of multi-faceted experience in understanding the management and technology industries, with hands-on experience gained on the Arjun Tank project.

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