Sundar Kadayam

President and CEO, Zakta

Sundar Kadayam is a proven technologist and software innovator with more than 28 years of commercial software development experience. Sundar has a strong history of developing award-winning products and industry-firsts.

He is the founder and CEO of Zakta, an innovative social intelligence platform. He was formerly the co-founder and CTO at Intelliseek (Nielsen BuzzMetrics).

Sundar led to the design and development of BlogPulse.com, a blog search engine and analytics portal. He also led the creation of BrandPulse360, the first solution to combine analysis of consumer generated media (CGM) with a company's structured information. In 2001, Sundar envisioned and led the design and development of the new ProFusion.com Internet search engine, the first in the world to feature "adaptive search," real-time searching of the invisible web.

Sundar created and developed several other search technology innovations earlier in his career and holds several patents. He also co-authored (w/ Dr. K.R.V. Subramanian) a book on "System Simulation using GPSS" which was used as an official textbook until the mid-1990s.

He has received several awards, including Forrester Wave Leader, Inc 500 and EContent 100, among others. Sundar studied at the Birla Institute of Technology and Science in Pilani, India.