

Dr. Ashok Karania

Executive Profile

Vice President — Agentic AI Strategy & Sales, WinWire Technologies

Purpose-driven leader scaling success with strategy, story-telling and soul.

Brief summary

Dr. Ashok Karania ("Ash") is an entrepreneurial business and technology leader with more than two decades of experience driving strategy, sales, and alliances across global markets. He has set up, scaled, and transformed technology organisations across multiple growth stages — from early bets to market-leading positions — and is recognised for his ability to translate disruptive technology into durable commercial outcomes.

Ash currently leads Agentic AI Strategy and Sales at WinWire Technologies, where he is shaping the enterprise positioning of Agentic AI at scale and architecting a Microsoft-aligned go-to-market engine that has secured lighthouse deals and built revenue traction within its first quarter. Before WinWire, he spent sixteen years at Infostretch (now Apexon), the Goldman Sachs-backed digital engineering firm, in roles spanning European market entry, hyperscaler alliances, and enterprise digital and AI sales.

Across his career, Ash has built the kind of leadership that combines commercial rigour with cultural depth — building high-performance teams, championing ESG and social impact initiatives, and shaping organisational culture wherever he works. He is also a TEDx speaker, board advisor, startup mentor, and the founder of Ignite, a global philanthropy platform that has touched more than two hundred thousand lives.

Recent experience

Vice President — Agentic AI Strategy & Sales, WinWire Technologies

August 2025 — Present

Defined and led the enterprise positioning of *Agentic AI at Scale*, securing lighthouse deals and creating revenue traction within the first quarter. Built and operationalised a scalable go-to-market engine in collaboration with the Microsoft ecosystem, enabling industry-led use cases and structured co-sell

motions. Drove executive engagement and market momentum that has generated inbound demand and earned strong validation from Microsoft leadership against the world's leading global system integrators.

Vice President, Apexon (formerly Infostretch) 2020 — July 2025

Identified, developed, and won large-scale digital, data, and artificial intelligence engagements across enterprise and emerging firms. Elevated Apexon's thought leadership in the data and AI space through partner collaborations, use-case development, and analyst initiatives. Built the firm's Alliance Playbook and forged deep relationships with the major hyperscalers — AWS, Microsoft, Google Cloud, Databricks, and Snowflake — building out a multi-million-dollar partnership portfolio. Secured the largest digital transformation engagement for a healthcare major and grew an overall multi-million-dollar-plus portfolio with strong year-on-year growth, profitability, and Net Promoter Score.

Vice President — Europe Business, Infostretch 2014 — 2019

Led Infostretch's European market entry, strategy, and end-to-end business development, contributing significantly to firm's global business. Built a strategic alliance with a global Top 10 leader and delivered consistent growth across BFSI, telecommunications, FinTech, and retail.

Earlier career

Managing Director and Chief Executive Officer, Magnet Technologies

Led the strategic planning, organisation building, and global delivery of Magnet Technologies, a Mumbai-based software firm that, over its decade-long journey, served clients across the United States, Australia, Europe, and India. Magnet was featured among the *Red Herring Top 20 Open Source Companies*.

Sales Leadership, Henkel SPIC (Indian subsidiary of Henkel, Germany)

Delivered exemplary sales performance across Mumbai, Pune, and Nagpur, and is credited with the turnaround of Western Maharashtra and Vidarbha. Built MIS-driven systems that institutionalised reporting and discipline across the region.

Education

University of Oxford — Saïd Business School Oxford FinTech Programme,

2018.

University of Mumbai Doctor of Philosophy in Business Policy and Administration, 2007 — 2013. Doctoral thesis: *Application of Modern Management to the Indian Film Industry, with Special Reference to Mumbai* — among the first business research works on the Indian film industry, completed at the centenary of Indian cinema.

S. P. Jain Institute of Management and Research, Mumbai Master of Business Administration, 2000 — 2002. Specialisation in marketing and finance.

Narsee Monjee College of Commerce and Economics, Mumbai Bachelor's degree, with specialisation in accountancy and computer applications. Awarded the *Jamnabai Narsee Shield* for Best Student of the College

Ecosystem and thought leadership

Philanthropy and social impact. Founder of *Ignite*, a global giving-back platform that has touched more than two hundred thousand lives across communities, causes, and continents.

Language and culture. Spearhead of *GujaratiLexicon*, the world's most comprehensive online Gujarati dictionary, recognised by the United States Library of Congress and the University of Oxford. Driving force behind the digitisation of *Bhagwadgomandal*, the foundational Gujarati encyclopaedic work, selected by the Library of Congress as a key reference resource.

Founder communities. Founded *Mobile Monday Ahmedabad*, the global mobile technology community's India chapter, and served on the Confederation of Indian Industry (CII) Gujarat State Panel for Information and Communication Technology.

Mentorship. Active mentor to startups and social enterprises including BehaveNeu, Moodcafe, and IndiaShield.

Academia and policy. Engages with leading academic institutions and industry think tanks — Indian Institute of Management Ahmedabad (IIMA), Indian Institute of Technology Gandhinagar (IITG), Ahmedabad University, the Confederation of Indian Industry, and Nasscom — on technology, innovation, and social impact.

Speaking and media

A TEDx speaker ("*Soul Fuel: Why Solivagant Travel Matters*," TEDx Lakshota Lake), Ash has shared his insights and experience at platforms including the National Software Testing Conference, Test Expo, the MIT AITI Speaker Series, TiE, the Confederation of Indian Industry, Nasscom, and Mobile Monday forums. He has been frequently featured across Indian and international media on subjects ranging from Agentic AI to social entrepreneurship to the future of language in the digital age.

Speaking topics include: The economics and adoption of Agentic AI · The art of category creation in enterprise technology · Strategic alliances and global go-to-market · Solivagant travel and the philosophy of solitude · Technology in service of language and heritage · Building purpose-driven organisations.

Core competencies

Business Strategy · Sales and GTM Leadership · Strategic Alliances · Global Market Expansion · Innovation and Growth · Digital Transformation · Artificial Intelligence and Emerging Technology · Thought Leadership · Culture and Talent · ESG and Giving Back.

Personal

Ash divides his time between Ahmedabad and the United States. Off-screen, he is a voracious reader, a solo traveller, a cinephile, and a long-time student of philosophy and language. He writes regularly on his personal site at ashokkarania.com, where he reflects on artificial intelligence, leadership, world cinema, travel, Gujarati heritage, and the wider art of living well.

Driven by purpose. Obsessed with impact. Inspired by people.

— Dr. Ashok Karania

For the literary, first-person essay version of this profile, see [A Life in Many Rooms](#).