**Vara Kumar Namburu**

**Co-founder & Head of R&D, Whatfix**

Vara Kumar is the co-founder and Head of R&D at Whatfix, driving innovation and strategic growth for the company. He co-founded Whatfix with Khadim Batti in 2014 with the vision of empowering individuals and organizations to work symbiotically with technology to maximize their potential. Based in the U.S., Vara leads the company’s multiproduct strategy and vision for product development and adoptions, technology development, and innovation, helping accelerate successful integrations for customers and partners. Under Vara's leadership, the company has pioneered 'userization,' a groundbreaking approach that shifts the focus to making technology adapt to users, rather than requiring users to adapt to the technology. He is passionate about building technology that users love.

Vara brings over two decades of global experience in information technology, high tech, enterprise software, and SaaS companies spanning the Americas, Europe, Asia-Pacific and LATAM. He has a proven track record of success in growing sales and driving customer value realization. Vara has demonstrated success in fast-paced start-up environments, as well as multinational organizations. Prior to Whatfix, Vara was the co-founder & CTO at SearchEnabler and System Architect at Huawei Technologies.

Educational Qualifications: Master of Computer Applications, Jawaharlal Nehru Technological University | Hyderabad, India​​

Personal Philosophy: Vara believes in doing what you love, while also caring for everything around you.

Industry Recognitions include:

* Won the 2025 [AI Breakthrough Award](https://aibreakthroughawards.com/2025-winners/) in the Overall AI-based Analytics Solution of the Year category
* Finalist for the AI Awards in Best Use of AI for Learning.
* [𝗜𝗻𝗳𝗼𝗪𝗼𝗿𝗹𝗱’𝘀](https://www.infoworld.com/article/4104098/infoworlds-2025-technology-of-the-year-award-winners.html) 𝗧𝗲𝗰𝗵𝗻𝗼𝗹𝗼𝗴𝘆 𝗼𝗳 𝘁𝗵𝗲 𝗬𝗲𝗮𝗿 𝗔𝘄𝗮𝗿𝗱 𝗳𝗼𝗿 𝗔𝗜 & 𝗠𝗮𝗰𝗵𝗶𝗻𝗲 𝗟𝗲𝗮𝗿𝗻𝗶𝗻𝗴: 𝗔𝗽𝗽𝗹𝗶𝗰𝗮𝘁𝗶𝗼𝗻𝘀 for Mirror
* Business Intelligence The Excellence in Customer Service Award - [Technology of the Year, Finalist](https://www.bintelligence.com/posts/customer-service-stars-shine-bright-102-winners-announced-in-2024-excellence-awards)
* [RemoteTech Breakthrough Awards](https://remotetechbreakthrough.com/2024-winners/) 2024 winner for “Software Asset Management Solution of the Year”
* Gold Winner in IT World Awards 2023 for [Chief Technology Officer of the Year, IT Software.](https://globeeawards.com/information-technology/winners/)
* Whatfix was named a Gold Winner in IT World Awards 2023 for [Company of the Year, IT Software.](https://globeeawards.com/information-technology/winners/)
* Whatfix was named a Gold Winner in IT World Awards 2023 for [IT Solutions for Enterprise (for over 2,500 employees).](https://globeeawards.com/information-technology/winners/)
* [Gold Winner](https://globeeawards.com/information-technology/winners/) - 2022 IT World Awards ([Innovation in Enterprise)](https://globeeawards.com/information-technology/winners/)
* [Gold Winner](https://globeeawards.com/information-technology/winners/) - 2022 IT World Awards ([Intelligent Business Process Management)](https://globeeawards.com/information-technology/winners/)
* [Silver Winner](https://globeeawards.com/information-technology/winners/) - 2022 IT World Awards ([Innovations in IT](https://globeeawards.com/information-technology/winners/))
* [Silver Winner](https://globeeawards.com/information-technology/winners/) - 2022 IT World Awards ([Hot Technology of the Year](https://globeeawards.com/information-technology/winners/))
* [Bronze Winner](https://globeeawards.com/information-technology/winners/) - 2022 IT World Awards ([IT Products and Services for Enterprise - Medium](https://globeeawards.com/information-technology/winners/)