PROFILE

Mr. Prashant Rao

Head, Application Engineering
MathWorks

Prashant Rao heads the Application Engineering team at MathWorks India. MathWorks is a leading developer of mathematical computing software. MathWorks has been recognized for the second consecutive year as a Leader in the Gartner Magic Quadrant for Data Science and Machine Learning Platforms in 2021. Prashant is a regular contributor at industry forums sharing his views around megatrends in technology and how Artificial Intelligence(AI) is getting adopted across industries and other technologies. He works closely with the academic community to help develop analytical and AI related skills that make them industry ready.

Prashant is a strong believer of the fact that AI is more than just models based on algorithms, rather a complete set of steps that includes data preparation, modeling, simulation and test, and deployment. Prashant is among the Top 50 AI influential Leaders in India 2021 and was listed in the 10 Most Influential Analytics Leaders in India 2019, brought out by Analytics India Magazine.

Prashant leads a team of 50+ customer-facing engineers who work with the clients spanning various verticals covering, amongst others, automotive, aerospace, manufacturing, and financial services, as well as startups, incubators, governmental organizations and academia in India. The application engineering team helps clients envision their AI / Robotics / Wireless / Electrification and related technology journeys, facilitate internal buy-ins through proof of concepts, and deploy and integrate solutions with existing systems. They also enable the clients with the right skills to run these systems. Prashant's focus has been in working with the senior leadership to help them drive technical, business and cultural transformations.

He joined MathWorks in Germany in 2005 and has worked with customers in signal processing, communications, and semiconductor domains before moving to India in 2009 to lead the MathWorksIndia Application Engineering team. Prior to joining MathWorks, Prashant worked at two semiconductor IP startup companies. He has a masters equivalent degree (Dipl.-Ing.) in Microelectronics from the Technical University of Hamburg-Harburg (TUHH), Germany.