Aarthi Balan

Vice President – Marketing Communications & IT

Aarthi Balan leads marketing communications and information technology at SWELECT. She brings over 18 years of experience across networking, process automation, channel management, marketing communications and IT, gained in India and abroad. Before joining SWELECT/Numeric, she worked as a Network Engineer at AT&T in New Jersey, USA, where she provided advanced Tier-4 technical support and helped deploy VoIP and network equipment to support AT&T's network expansion.

She also heads SWELECT's Corporate Social Responsibility (CSR) initiatives, furthering the company's commitment to building a cleaner, more sustainable future for the communities it serves.

Aarthi holds a Bachelor of Engineering and a Master of Science from the USA and is a Cisco Certified Network Associate (CCNA). She has also co-authored a research paper on IPv4/IPv6 transition mechanisms, published in the proceedings of the IEEE Consumer Communications and Networking Conference (CCNC 2007).

She serves on the boards of SWELECT Power Systems, SWELECT Solarkraft, SWELECT Radiant Power, SWELECT GP, ESG Solar Energy and Noel Media & Advertising, and is Whole-time Director of SWELECT Taiyo Energy.