

Anuvu names Prabhu Shanmugam Chief Digital and Technology Officer



Prabhu Shanmugam, Chief Digital and Technology Officer, Anuvu

[Anuvu](#) has announced the appointment of Prabhu Shanmugam as Chief Digital and Technology Officer, effective immediately. Reporting directly to Simon Sutton, Chief Executive Officer, Shanmugam will lead Anuvu's global technology efforts, including digital products, data platforms, technology strategy and corporate IT.

"I am excited to join Anuvu and be part of what Simon and team are building here. The intersection of content, connectivity, and passenger experience is a fascinating space, and I look forward to bringing my background in digital products, platforms, and AI to help drive growth," said Shanmugam. "I am grateful to the Platinum Equity team for their confidence and look forward to partnering with the talented leadership team across Anuvu to deliver meaningful innovation and exceptional experiences for our clients."

"Prabhu has an impressive track record of leading global teams to execute successful scalable platforms," said Sutton. "His expertise makes him a great addition to our Executive Leadership Team, moving our technology teams forward and delivering meaningful experiences to our clients."

Shanmugam is a digital and technology executive with more than 20 years of experience modernizing global B2B, retail, and industrial ecosystems. He has held senior digital product leadership roles at MSC Industrial Supply and Arrow Electronics, with expertise in engineering, AI and data platforms and large-scale transformation, delivering measurable revenue growth and improved customer experience.

Shanmugam holds U.S. patents leveraging AI and machine learning, including a granted patent for an₁

intelligent product recommendation engine and a second patent pending for a Supply Chain ABC inventory planning and cross-referencing system.

His education includes an MBA from Cornell University's Johnson Graduate School of Management, executive education in Supply Chain Management at the Massachusetts Institute of Technology and a Bachelor of Engineering in Electronics and Communication from Karnatak University.