

## **CLOSING THE GAP: Lokesh Datta (MSIA 1990)**

**W**hen Republican presidential hopeful George W. Bush pops up on the television screen, Lokesh Datta pauses.

It is a pause that lapses into a long discussion about how the Bush campaign gave Datta the impetus to start a dot com company.

"I got the idea to start my new online company after being quizzed by a Bush campaign staffer anxious to find out how to tap into the Indian community in America." Datta said. Within 24 hours of the interview last year, Datta had started iMahal.

His site focuses on education and careers and offers a venue for the Indian community to network and share ideas. The site also features interviews with successful business owners of Indian heritage. One such interview features former GSIA Professor Srikant Datar who is now at the Harvard Business School.

Datta said the site also is designed to help users understand how to achieve success by studying winning decision-making processes.

Before founding iMahal, Datta served as a strategy consultant to senior executives at startups. For the past five years, he has worked primarily with communications and technology companies, including online and Internet concerns. He has worked as an independent consultant as well as with Anderson Consulting and Gemini Consulting.

