

Best Growth Manager – Finalist

SONIA MINHAS

Vice President-Operations

Vedicsoft

Iselin, Middlesex County

Like the role of CFOs in general, the role played by Vedicsoft's Sonia Minhas has evolved over the years.

Initially focused on operations, Minhas pursued the role of CFO after realizing the job was about more than just numbers. "The world of business is changing constantly," Minhas says. "Now more than ever, CFOs are expected to be generalists."

Minhas started at Vedicsoft in 2002 when the IT consulting firm was still in startup mode. Revenue has soared, but Minhas doesn't consider that the sole measure of her success. Her strengths include bringing the best out of people, she says. "My goal is to provide the vision and leadership. The team is trusted to have the skills, knowledge and drive to come up with the results."

The recession has tested leaders and their visions across corporate America. Minhas, who began her career as a receptionist, has helped Vedicsoft deal with the

downturn while keeping employees satisfied and secure in their jobs.

Minhas also contributes her time and talents to serving the community. Groups that have benefitted include the Girl Scouts of Central & Southern NJ and Elijah's Promise, which provides food to poor families.

