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Pushpa Sahu

THE WOMAN LEADING QECAD'S GLOBAL JOURNEY WITH STRATEGY, CREATIVITY, AND PURPOSE

Shweta Singh | The CEO Magazine

T rue progress is often shaped by women who refuse to let circumstances set their limits. They balance ambition with responsibility, navigate challenges, and carve out their space in places where they were once under-represented. Their stories are reminders that leadership isn't limited to titles; it also is about their resilience, vision, and the ability to make an impact that others can look up to.

Pushpa Sahu, Vice President – Sales & Marketing at QeCAD, is one such woman. From growing up in Rajasthan to leading global client relationships in the Architecture, Engineering, and Construction (AEC) industry, her journey is the reflection of a woman's determination, adaptability, and a willingness to embrace every challenge as an opportunity. Today, she stands as a leader whose career is defined not just by business growth but by the values and strength that continue to inspire others.

The Making of a Leader

Growing up in the heritage city of Chittorgarh, Rajasthan, as the eldest of four siblings, Pushpa Sahu carried a sense of responsibility and leadership from a young age. Her parents were her greatest inspiration: her father, who left his farming roots to build a long career at J.K. Cement, and her mother, whose steady guidance reinforced strong family values. From her father, Pushpa imbibed



Pushpa Sahu
Vice President – Sales & Marketing - QeCAD

a life-changing philosophy: that a career should never be placed on the back burner, regardless of whether one is a girl or a boy. He would often remind her that people are remembered for what they achieve and the impact they create, and these words became a guiding force in her journey.

Her schooling in Chittorgarh and a Bachelor's in Engineering from JIET (2014) built not only her academic foundation but also her confidence, adaptability, and lifelong friendships. Upon completion of her engineering, Pushpa began her professional journey with Vodafone as a Technical Recruiter, honing her people skills and learning the nuances of connecting talent with opportunity. She later explored diverse roles, from contributing to education with Shanti Juniors, an educational venture of the Chiripal Group, to engaging in software development, each experience adding a new layer to her growth. The turning point in Pushpa's career came when she joined QeCAD (then Ace Infoway Pvt. Ltd.) as a Junior Business Development Executive. From day one, the work environment did not feel like the typical 9-to-5 grind. "It was a space filled with innovation, collaboration, and the thrill of building something impactful," she recalls.

Driving Growth at QeCAD

At QeCAD, Pushpa's career has been defined by consistent growth, global exposure, and resilience in the face of change. Today, she leads a team of 22 professionals and represents the company on international platforms, from the BIM Coordinators MENA Virtual Summit 2024 to the Melbourne Build Expo, strengthening QeCAD's visibility in global markets. Her certifications, including Engineering IPME and Six Sigma White Belt, add depth to her ability to drive efficiency and operational excellence. The COVID-19 pandemic marked a defining phase in her journey with QeCAD. What began as a period of uncertainty soon turned into an opportunity to rethink how the company operated. Under her leadership, the company responded swiftly, strengthening virtual workflows, upgrading communication tools, enhancing online presence, and investing in team upskilling. This not only ensured seamless service delivery but also expanded the company's global reach as clients began to rely on online collaboration.

The experience reinforced her belief that every challenge carries hidden opportunities. "It's not just a career for me anymore," Pushpa reflects. "It's a journey of building teams, expanding horizons, and making a mark in an ever-evolving industry." Her passion today remains tied to QeCAD's mission of bridging creativity and precision. For her, every project is more than a deliverable; it's an opportunity to inspire, solve challenges, and contribute to spaces where people live, work, and dream.

The Art of Work-Life Harmony

Women in leadership roles often carry the unspoken expectation to prove themselves, working harder, pushing further, and juggling more than what meets the eye. For Pushpa, this drive was evident early in her career. A self-confessed workaholic, she managed both Australian and U.S.

shifts single-handedly, often working 15–18 hours a day, thriving on the adrenaline of tight deadlines and the satisfaction of delivering results. Her life, however, took a steep turn after marriage. Balancing professional responsibilities with personal commitments felt overwhelming at first, and she often wondered how she could manage everything without compromising either. It was during this time that her husband became her pillar of strength, supporting her through the most demanding phases. With his encouragement, she learned to realign priorities, set boundaries, and focus on what truly matters.

Today, as a mother to a toddler, Pushpa continues to navigate deadlines alongside bedtime stories by adapting, planning, and leaning on her support system when needed. Even while pursuing global milestones and certifications, she considers her greatest achievement the ability to balance leadership with family life, including raising a young child, proof that ambition and family can grow side by side.

"FOR ME, TRUE BALANCE COMES FROM KNOWING MY PRIORITIES, RESPECTING MY TIME AND REMEMBERING THAT BOTH MY CAREER® AND MY FAMILY DESERVE THE BEST VERSION OF ME." -PUSHPA SAHU

The Road Ahead

Guided by Pushpa's philosophy of "ambitious yet calculated growth", QeCAD is working to become the preferred global partner for CAD, BIM, and 3D visualisation solutions, with expansion planned across North America, Europe, and APAC in the coming years. This vision is rooted in a deep understanding of evolving industry needs, anticipating market shifts, and delivering value that consistently exceeds client expectations.

This growth is powered by collaborations with AEC firms that need scalable, high-precision design and documentation support, blending technical expertise with cutting-edge technology. Every step forward is anchored in calculated risk-taking, whether by investing in emerging technologies, exploring untapped markets, or building strategic alliances. Yet, every decision is guided by thorough research, data-driven insights, and a commitment to sustainable growth. For Pushpa, the goal is not only to achieve numbers but also to create lasting impact, fostering trust, building strong client relationships, and positioning QeCAD as a long-term global partner.

Leadership Mantra

Advising aspiring women leaders, Pushpa shares, "Lead with vision, not just tasks. Inspire your team by showing them where they are headed and why it matters. Keep learning, step out of your comfort zone, and remember that setbacks are strategies in disguise, not failures."

She also reflects on the balance between progress and perspective, saying, "Celebrate small wins, but stay focused on the big picture. Momentum is built step by step, but real impact comes from seeing the larger mission. And in business, understanding people is just as critical as understanding strategy and numbers. When you truly connect with your team, you create a culture where success is inevitable."

Her mantra sums it up: "A satisfied soul can never grow. Always thrive for more. This will lead you to the top." ■