

Brand Creation and Marketing Council



**WOMEN'S INDIAN CHAMBER
OF COMMERCE AND INDUSTRY**
www.wicci.in

Council Vision & Mission

Type Text

*Welcoming
Council Members to
WICCI*

*President, Vice President
and 20+ Nominated
Council Members*

Divya Karani

NATIONAL PRESIDENT, Brand Creation and Marketing Council
WICCI

BIO :-

Over three decades of experience leading agency networks, marketer and media ecosystems, in South Asia, United Kingdom & Asia Pacific. Serving on Dentsu Advertising and Media Services Board since 2011 and now also on the Board of Jagran Prakashan. With a demonstrated history of repeatedly building sustainable businesses that thrive in the marketplace, helmed dentsu X to the dominant position it enjoys today.

I



Geetanjali Sachwani

VICE PRESIDENT, Brand Creation and Marketing Council
WICCI

BIO :-

Accomplished marketing professional with 14 years of experience in financial services. Expertise in designing marketing strategy, visualizing digital-social media marketing road map, conceptualizing creative, and business-intelligence driven campaigns. Leveraging Video, Voice, and Vernacular to communicate with India and Bharat. Building the organization brand at scale in the age of digital. Instinctive people engagement skills in fostering business relationships with leading professionals, and artistes, coupled with the ability to coordinate across all levels and functions of management. Experience in marketing, digital marketing, social media marketing, content marketing, product development, P&L management, business development in AMCs, NBFC, general and life insurance industry.

Ins



ire

Sakshi Kohli Mehta

COUNCIL MEMBER, Brand Creation and Marketing Council
WICCI

BIO :-

Over 13 years of experience with productive stints in afaqs!, exchange4media, Groupm and Now Dentsu X. Competent in developing and executing integrated communication programs, for ATL, and BTL My experience spans almost all the conventional and new media including egames.

Worked with esteemed brands like General Electric, HMSI, Hero, GoDaddy, Citibank, Huawei, Honda Cars, SBI Cards to name a few.

Ins

re



Antara Chakraborty

COUNCIL MEMBER, Brand Creation and Marketing Council
WICCI

BIO :-

Media professional with diverse media experience, which includes productive stints with Dentsu Media, Group M, Times Television Network, Bloomberg and the DNA group. Have worked for Marketing and Media savvy clients like Hindustan Unilever, GlaxoSmithKline and Maruti Suzuki handling brands worth of ~100 Crs. Core competencies includes Brand/Media Strategy and planning.



Silky Sethi

COUNCIL MEMBER, Brand Creation and Marketing Council
WICCI

BIO :-

Experienced Business Director with a demonstrated history of working in the marketing and advertising industry. Skilled in Digital Strategy, Media Buying, Market Research, Management, and Business Development. Strong business development professional graduated from Chhatrapati Shahu Ji Maharaj University.



SUPPORTED BY

WICCI is supported by the massive global networks of ALL Ladies League (ALL), Women Economic Forum (WEF), and SHEconomy.

ALL is a movement of 'Sisters Beyond Borders.'

WEF is a platform for 'Business Beyond Borders.' SHEconomy is e-commerce for women worldwide in Goods & Services for 'Commerce Beyond Borders'



www.wicci.in



www.aall.in



www.wef.org.in

www.sheconomy.in

SHECONOMY

COUNTRIES REPRESENTED

Albania, Angola, Armenia, Argentina, Australia, Azerbaijan, Bangladesh, Brazil, Burundi, Cameroon, Canada, Chad, China, Costa Rica, Croatia, Cyprus, Czech Republic, Colombia, Ecuador, Egypt, Ghana, Germany, Greece, Guatemala, Hong Kong, Hungary, India, Italy, Israel, Ireland, Japan, Kazakhstan, Kenya, Kyrgyzstan, Lesotho, Luxembourg, Malawi, Malaysia, Mexico, Moldova, Monaco, Montenegro, Morocco, Mozambique, Malta, Netherlands, Nigeria, Nepal, New Zealand, North Macedonia, Norway, Paraguay, Portugal, Peru, Puerto Rico, Philippines, Qatar, Romania, Russia, Rwanda, Serbia, Singapore, Slovenia, Spain, South Africa, South Korea, Suriname, Sweden, Switzerland, Syria, Tunisia, Turkey, Uganda, Ukraine, UK, Uruguay, Venezuela, Vietnam, Virgin Islands (US), UAE, USA, Uzbekistan, Zimbabwe.

