

WICCI ADVERTISING COUNCIL



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

Sneh Soni - Founder & CBO at FreeStand

Sampling Solutions

COUNCIL MEMBER, Advertising COUNCIL

WICCI

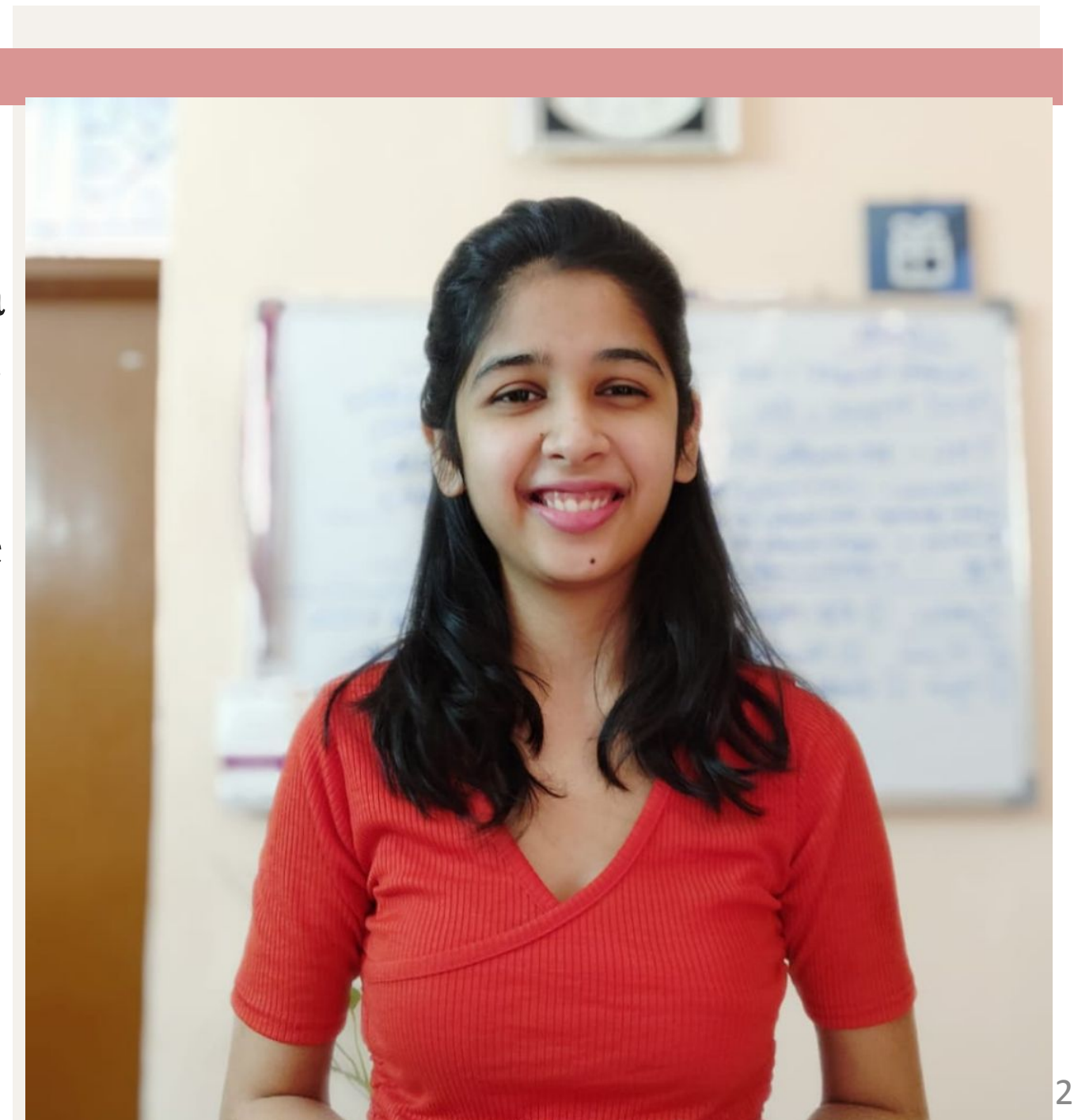
BIO :-

Sneh is a passionate marketer and the Founder of FreeStand, a startup that's digitizing Product Sampling marketing for FMCG brands.

She also advises early stage startups in their zero to one journey.

She is an LSR (Lady Shri Ram College) alumna where she studied statistics. During her college days, she was a social entrepreneur where she would enable women from marginalized background build a livelihood.

In her personal time, she enjoys reading human psychology, evolution and technology.



Sneh Soni - Digital Marketing Manager at Reckitt

COUNCIL MEMBER, Advertising COUNCIL
WICCI

BIO :-

Tanu is a consumer marketer with a rich experience across FMCG and e-commerce companies.

She is an electronics engineer with post graduation from MDI Gurgaon. She had been associated with NGO Bhumi and has hosted multiple events and fundraisers for the underprivileged. She strongly believes in giving back to society and making it more equitable.

In her free time, she loves reading, writing, playing badminton and painting.



Indrani Ghosh- Global Strategy & Insights Specialist (*Danone, Dabur, Kantar*)

COUNCIL MEMBER, Advertising COUNCIL
WICCI

BIO :-

Indrani is a seasoned Consumer Strategy & insights professional with over two decades of experience across a cross section of companies and categories. She has spent the last decade based in Singapore leading global & regional strategy insight roles in the client & agency side.

In her latest role she was working as a Global Head of Strategy & Insights lead for Danone Specialized Nutrition managing insights across the International Division, which included regions of Asia Pac (Malaysia/ Singapore/ VN/ Indo/ Thailand/ Myanmar, India) LATAM, ME, Turkey & CIS for Early life Nutrition business, Plant based, Healthy aging, Adult Nutrition and the Specialized Pediatric category based out of Singapore.

Indrani has been actively involved in working on brand renovations of many local & global brands updating their positioning & purpose with people centric insights helping teams to create strong purposeful brands including health & sustainability missions. She has led global & regional insights to build people centric cross-country innovations across a cross-section of nutritional categories including early life, tailored nutrition, healthy ageing, plant based for Danone

Prior to her Singapore stint, she spent a decade in India across agency (Kantar) & client (Dabur) in lead Strategy & Insight roles. She is a strong believer on the importance of merging the science of AI & technology to the art of deep insight work to solve business problems.

Outside her work Indrani is passionate about women's issues including the right representation for women in corporate & advertising spaces

She loves spending time with her family, is a passionate yoga enthusiast and an avid traveler





MEGHA SHARMA

Council Member, Advertising Council

**WOMEN'S INDIAN CHAMBER OF
COMMERCE AND INDUSTRY (WICCI)**

INDIA'S NATIONAL BUSINESS CHAMBER FOR WOMEN.

WWW.WICCI.IN

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



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.

