



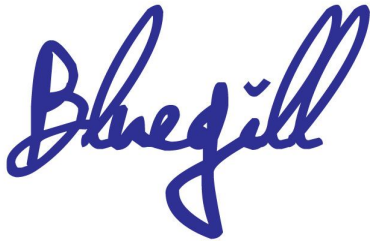
## Workshop Leader

### Ms. Satvinder Sandhu

- Certified Speaker Professional Speakers Association – Middle East Chapter
- Alumni Nanyang Technological University Singapore
- Alumni Monash University Melbourne Australia
- Founder, Information and Networking (IN) Worldwide
- Member Middle East Public Relations Association (MEPRA)

### Profile

- 15 + years of international business, speaker, training, public relations and marketing communications experience 5+ years speaking with fortune 500, 100 and 50 companies including delivery of consistent 30+% year-over-year revenue growth while boosting margins of key products/service offerings for start-up and growth phases of well-regarded professional services organizations.
- Seen as the subject matter expert and as a manager for whom everyone wants to work with a clear history of actionable recommendations. Can quickly see what will and won't work to form an optimal strategy and execution plan.
- Personally targeted and secured 70% of clients while building and managing relationships with client roster of world class players (10+ fortune 500 corporations) in Technology, Financial, Real Estate, Automotive and related vertical sectors.
- A very experienced, highly accomplished speaker with an energetic, enthusiastic style Satvinder provides *consultancy services and programs of training* in many parts of the world for major companies and Government institutions.
- Some of the organisations in the Middle East include The Khaleej Times, Abu Dhabi Securities Market, Imperial College London Diabetes Centre, Abu Dhabi, Abu Dhabi Investment House, Reem Investments, Sahara Group, Sanofi-Aventis, Corporate Finance House, Batelco Telecommunications and the Rotana Group.
- Awarded the Best Interactive Campaign for the Autodesk account by the Institute of Public Relations Singapore.



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- Awarded 'Best use of Public Relations' at the Gulf Marketing Review Effectiveness in Marketing Awards (GEMAS) 2008 for 'Imperial College of London Diabetes Centre (ICLDC) – public health awareness campaign 'Diabetes.Knowledge.Action' in partnership with Emirates Foundation. The campaign was launched with a royal visit to the Centre (ICLDC) by HRH Prince Charles and HRH the Duchess of Cornwall (in February 2007).
- Submission awarded The Middle East Resort Property of the Year at the DEPA Awards for The Rotana Group 'The Grand Rotana Resort and Spa, Sharm El Sheik'.
- Nominated Spirit of Entrepreneurship by former Prime Minister Singapore Mr. Goh Chok Tong.
- New business win and launch of US1.7Billion Salam Yiti, Integrated Resort Development in Oman by Sama Dubai, part of Dubai Holding
- New business win, launch and management of AED30Billion Najmat Abu Dhabi project by Reem Developers on Reem Island
- New business launch and management of US86Million Abu Dhabi Investment House Bahrain Lagoon Amwaj Island project and US160Million Beirut Gate (Lebanon)
- Graduate in Communications from Monash University, Australia and a graduate in Teaching from Nanyang Technological University Singapore

### **Interests**

Training and Education, Cultures, Languages, Corporate Social Responsiveness, Travel, Sports, Progressive House Music, Children and Education, Yachting, Social Networking, Tropical Islands, Enthusiasm for Life, Writing, Academia.

### **Contact**

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