

Chitra Anand

Former Head of Communications at Microsoft Canada and Intrepreneurialism Expert

Chitra Anand is an award-winning communications and marketing executive. With over 20 years in the technology industry, she has spent time as the head of Communications for Microsoft Canada, Director of Marketing at TELUS Corporation and Director of Operations at Open Text.

Projects she guided at Microsoft and TELUS have been awarded IABC Gold Quill Awards, Canadian Public Relations Society Awards of Excellence, the Corporate IT Hero award by the Information Technology Association of Canada and the Business for the Arts Awards.

Anand is at the forefront of an important new movement in the workplace: Intrapreneurship. Intrapreneurs are the people within your organisation who possess an entrepreneurial spirit, driving innovation, creative thinking, and new ideas.

She is a doctoral researcher, innovation and culture change keynote speaker, professor, author, and advisor to high growth companies.

She has keynoted several events, AGM's, and conferences where her talks reveal how to foster the spirit of entrepreneurship within organisations, how to stay on the cutting edge of market trends, technology, and consumer behaviour. Her writing has been featured in the Globe and Mail and the Huffington Post and teaches several courses at Humber and Sheridan College. Chitra is the author of the new book entitled, The Green House Approach, How to Cultivate Deliberate Innovation in Organisations, which is now available for presale on Amazon.

Chitra Anand has been named as a "bridge builder" for women in tech by the A-list; a yearly publication that features 50 prominent Indo-Canadians who through various career and community efforts have helped foster relations between Canada and India.

Anand has an MBA from The Kellogg School of Management and is currently pursuing her PhD at Bradford University in the UK.