

Dr. Chitra Anand

Former Head of Communications at Microsoft Canada and Intrepreneurialism Expert

Dr. Chitra Anand is an award-winning communications & marketing executive. With over 20 years in the technology industry, she has spent time as the Chief Brand and Communications Officer 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.

Currently, Dr. Anand is a Managing Director with Clariti Strategic Advisors™, a boutique Investment Bank. Her focus is on advisory mandates which have relevance in the environmental, social, governance (ESG) and social impact arenas, with particular emphasis on the technology and healthcare verticals.

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

She has keynoted several events, AGMs, and conferences where her talks reveal how to foster the spirit of entrepreneurship within organizations, as well as how to stay on the cutting edge of market trends, technology, and consumer behavior. Her writing has been featured in *The Globe and Mail* and *HuffPost*, and she teaches several courses at Humber and Sheridan College. Dr. Anand is the author of the book *The Greenhouse Approach: How to Cultivate Deliberate Innovation in Organizations*, which is available on Amazon. This book is now a main source of reading for the Forbes School of Business MBA program.

In 2022, Dr. Anand was named a “Changemaker” by *The Globe and Mail*, Canada’s leading national newspaper, highlighting 50 prominent leaders who are bold and innovative, based on their ideas, accomplishments, and impact.

Dr. 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.

Dr. Anand earned her MBA from The Kellogg School of Management and completed her Doctorate at Bradford University in the UK.