

## Chitra Anand

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Greenhouse Thinking: How To Cultivate Groundswell Innovative Thinking From Within - Re-Imagining Corporations. If the market places are being disrupted, then companies need to re-think how they operate. To succeed, modern businesses need to learn how to grow from within, without getting lost in the weeds. Creative thinking and innovation is the foundation of any organization. It is what drives new product development, creating brands, creating compelling story telling, creating new lines of business. While we know and understand that innovation is the currency to value creation, many organizations get stuck, they become complacent, and at times they become irrelevant. GreenHouse thinking is a mindset shift; a shift to how we approach our thinking within environments challenging current structural norms.

Greenhouse Approach: How to Foster The Power of Experimentation and Innovation within Your Company. In this indispensable talk, Chitra Anand uncovers the power of intrapreneurship, explaining why and how it's important that today's corporate cultures shift toward intrapreneurship to maintain their relevance in the modern, highly competitive marketplace.

Chitra shows leaders how they can practice intrapreneurship within their organizations, how they can identify the true agents of change within their companies, and how they can mobilize these agents to act.

Women In Tech: Trends, Realities, Misconceptions, & How To Lead. Chitra Anand has worked in the tech space for over 20 years with some of the world's most notable organisations. Women who want to study, work in, and lead businesses in science and technology have much to add and should be proactively empowered to do so.

Only 18% of undergraduate computer science degrees and 26% of computing jobs are held by women. It's worse at the top of the corporate world—just 5% of leadership positions in the technology industry are held by women.

A better question might be, how can we collectively work to improve women's participation in the tech industry at each key stage of their careers? The problem is far deeper than stats. They are embedded in our culture, language and unconscious biases that we all hold; both as men and women. How do we uncover what these are and how do we take those insights to drive real sustained change? How do we continue to trailblaze knowing these challenges in a hyper competitive market?

The Future Of Marketing: Trends, Technology, & Consumer Behaviour. How has technology changed the way we buy? What are the prospects for retail stores? How can we reach increasingly challenging markets?

In this comprehensive talk, Chitra Anand looks at the future of marketing. The old school methods of print advertising and general campaigns are no longer sustainable. The surge of information and the digital space has given rise to new mediums of communication. We are interacting differently; we are referral-based buyers; we have greater access to information and influencers; and the power has shifted from businesses to consumers.

What is the impact of this, how do we make sense of it in a meaningful way? What trends can we predict and how will this impact the role of marketers?

Anand lays it all out and provides hands-on, feasible solutions for this next gen of sales and marketing.

