

WOMEN WHO LEAD: TOP 5 MOST INSPIRING WOMEN LEADERS TO WATCH IN 2023

# CIOTODAY

Financial  
Literacy 101

PG No. 24 ▶

The Power  
of Her Voice

PG No. 38 ▶

A portrait of Ria Behniwal, a woman with long, wavy, light brown hair, wearing a black turtleneck sweater. She is smiling slightly and looking directly at the camera. The background is a soft, out-of-focus reddish-brown.

# Ria Behniwal

CEO | Diligent HR Solutions



Centro Comercial  
Plaza **Claró**





First you protect. Then we do.

**Anoris.** Toddler seat with airbag



 **cybex** Engineered in Germany

# CIO TODAY

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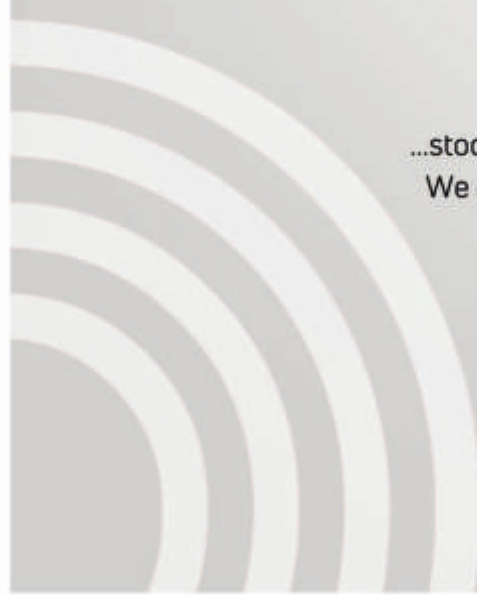




A word cloud of terms related to the COVID-19 pandemic and its impact. The words are arranged in a roughly circular shape. The most prominent words are 'end sars', 'face mask', 'election', 'curfew', 'salary cut', 'lock down', 'social distancing', 'remote office', 'violence', 'looting', 'innovation', 'election', 'curfew', 'recovery', 'school-reopen', 'reforms', 'hope', 'healthcare heroes', 'digital-we', and 'vacc'. The words are in various colors including orange, black, and grey.

...stood out for us amid all the worries a  
We are honoured to have been your p

Thank





**LEADWAY**  
**Assurance**

RC 7588



50 & Fluid...Happiness in Motion

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ddings  
ine  
reforms  
**cure**  
e-commerce  
**boom**  
Businesses  
**reopen**  
remote  
**office**  
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end  
sars  
social  
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19  
curfew  
hope  
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virtual!  
**meetings**  
work from home

salary  
**cut**  
pandemic  
**virus**  
**isolation**  
face  
mask  
**looting**  
social edo

and cautious optimism that was 2020.  
partner, supporting you through it all.

& You

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COVER  
STORY

# *Ria Behniwal*

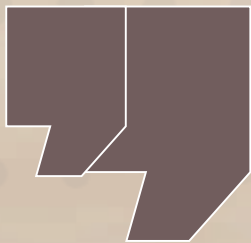
CEO | Diligent HR Solutions





## Diligent HR

Solutions doesn't just offer employment solutions; they curate transformative experiences that transcend the conventional boundaries of the job market.



In the bustling metropolis of Toronto, there is a person who stands as the driving force behind Diligent HR Solutions, a symbol of ingenuity in the world of workforce management. From her early days on the agricultural fields of Punjab, India, to the boardrooms of Ontario, the determination of Ria Behniwal, CEO of Diligent HR Solutions has reshaped the narrative of recruitment and staffing services. With a relentless pursuit of excellence, she has not only pushed her company to the forefront of the industry but also inspired a generation of immigrant entrepreneurs to carve their path to success. In the intricate web of Canadian business, Ria's commitment to transformative leadership has illuminated pathways for countless individuals, casting a resolute glow of possibility and progress.

### **Exemplary Leadership At Diligent HR Solutions**

Under the leadership of CEO Ria Behniwal, Diligent HR Solutions (DHR) has solidified its status as a distinguished player in the realm of Human Resources Management, making waves within the Greater Toronto Area and its neighboring communities. Since its inception in 2016, Ria's visionary approach has steered DHR towards a trajectory of success, earning the company an esteemed reputation for its meticulous and research-backed HR services. By consistently providing top-tier candidates for various job roles, Ria has cultivated a culture of enhanced productivity and reduced turnover, garnering the trust and satisfaction of an ever-expanding client base.

With Ria's adept direction, DHR has not only established itself as a pivotal resource for workforce management but has also pioneered customized solutions tailored to the distinct needs of various sectors. Her discerning approach to cultivating client relationships has fostered long-term partnerships built on trust and reliability, solidifying DHR's position as an indispensable ally for organizations navigating the complexities of modern staffing demands. Ria's visionary strategies have facilitated the seamless integration of cutting-edge technology into DHR's operations, amplifying efficiency and adaptability, and further distinguishing the agency as an industry expert.

### **DHR's Enduring Commitment to Excellence**

The dedication to cultivate a culture of continuous learning and professional development within DHR has not only nurtured employee growth but has also engendered a dynamic and adaptive workforce capable of meeting the evolving demands of the industry. Ria's hands-on

involvement in mentorship programs and skill enhancement initiatives has instilled a sense of purpose and ownership among DHR's personnel, fostering a collective commitment to delivering unparalleled service excellence. Ria's approach, characterized by a harmonious blend of precision and empathy, has not only elevated DHR's recruitment standards but has also cemented its reputation as an employer of choice for those seeking a progressive and fulfilling career path.

The emphasis on achieving 100% client satisfaction and seamlessly aligning candidates with job requirements has become the hallmark of DHR's standardized HR practices. By placing the workforce at the forefront and encouraging their testimonials, Ria has solidified DHR's standing as a reliable provider of both temporary and permanent workforce management solutions. Moreover, the resounding feedback from satisfied clients serves as a testament to Ria's unwavering dedication. DHR's widespread impact spans across various cities, with Ria's leadership ensuring abundant employment opportunities throughout the region. Guided by Ria's mission to forge enduring partnerships with organizations seeking robust HR support, DHR aims to secure fulfilling full-time positions, fostering a mutually beneficial environment for both clients and employees. Complementing this objective is Ria's unwavering commitment to 24/7 customer care, ensuring unparalleled support throughout every step of the employment journey.

### **Revolutionizes the Recruitment Landscape with a Personalized Touch**

Amidst this dynamic landscape, Ria's forward-thinking approach and comprehensive understanding of market complexities have positioned DHR as a symbol of reliability and efficacy in the recruitment domain. By strengthening her extensive industry insights, Ria has strategically streamlined DHR's processes, integrating sophisticated data analytics and predictive modeling to ensure precise and timely candidate placements that align seamlessly with the diverse requirements of the contemporary business sphere. Ria's astute recognition of the interplay between talent acquisition, organizational culture, and business objectives has not only bridged the gap between employers and candidates but has also fostered a symbiotic relationship that propels sustainable growth and success for all stakeholders involved.

Amidst this complex tapestry, Ria Behniwal's Diligent HR Solutions emerges as a transformative force, poised to

redefine the very fabric of the recruitment industry. With an unwavering dedication to delivering excellence, the company is dedicated to bridging the gap between exceptional talent and promising opportunities. Their holistic suite of services spans the entire recruitment process, ensuring that each candidate undergoes a rigorous and meticulous evaluation, ultimately leading to successful placements that seamlessly align with their career aspirations and specialized skills. By setting new benchmarks in the field of staffing, the agency is committed to ushering in an era of unparalleled efficiency in talent acquisition. It is this unwavering commitment, coupled with a uniquely personalized approach and an emphasis on fostering enduring relationships, that positions Diligent HR Solutions as a prominent and influential entity in the recruitment landscape. With Diligent HR Solutions as their guiding partner, both employers and ambitious job seekers can confidently navigate the intricate terrain of the recruitment journey, secure in the knowledge that their aspirations are in the hands of capable and dedicated professionals.

### **Illuminating Pathways in Canadian Business with Vision and Resolve**

In the vibrant realm of Canadian business, Ria Behniwal has emerged as a luminary, heralded for her insightful leadership and forward-thinking approach. Hailing from a lineage of traditional farming pioneers in Punjab, India, her journey from immigrant to trailblazing entrepreneur began in 2003, and since then, she has charted a remarkable trajectory, fueled by unyielding determination and a visionary spirit. Ria's impact extends far beyond her company as she serves as a beacon of inspiration for women within immigrant communities, igniting ambition and leaving an enduring societal imprint. Her commitment and resilient journey exemplify the transformative power of steadfast resolve in conquering challenges and attaining unparalleled success.

The genesis of Diligent HR Solutions originated from Ria's earlier triumphs, kickstarting her steadfast ambition to amplify her positive influence. Recognizing the prevailing lack of professionalism and compliance discrepancies within existing agencies, she resolved to establish an enterprise under her tutelage, fueled by a fervent desire to champion unparalleled recruitment services with fairness at its core. Guided by a mutually beneficial ethos, Ria embarked on a meticulously crafted journey to redefine the landscape of the employment agency industry, ensuring

equitable treatment for all stakeholders.

### **Pioneering Excellence in Comprehensive Recruitment and Management Services**

Through Ria Behniwal's guidance, DHR has crafted a holistic vision, encompassing the seamless recruitment and management of various employment types, ranging from Temp-to-Perm, Contract, On-call, Seasonal, to Perm positions, available in both part-time and full-time capacities. With a streamlined operational flow chart covering every aspect from search to dispatch and 3-way communication, DHR's commitment to facilitating, coordinating, and ensuring effective communication sets them apart. The agency's proficiency in payroll processing, record-keeping, and maintaining a pool of backups reflects their dedication to delivering comprehensive solutions for their clients. This kind of amazing focus on fostering strong employee-employer relationships and ensuring long-term satisfaction has solidified DHR's reputation as an industry trailblazer, setting a new standard for excellence and client-centric services.

DHR's exemplary applicant/employee tracking system, complemented by 24/7 resourcefulness and live client support, has solidified their position as one of the top-tier staffing agencies, celebrated for their reliability and efficiency. Their proactive employee relations team, equipped with technical prowess and exceptional interpersonal skills, operates with accountability, evidence-based practice, and a strong focus on nurturing trust and joint responsibility. Emphasizing the importance of a feedback loop for continual improvement, Ria highlights the agency's dedication to fostering a harmonious balance between client and job seeker satisfaction.

Despite the challenges posed by various factors such as pay rates, travel distances, language barriers, and market constraints, DHR remains committed to delivering unparalleled services to their clients, reflecting their resilience and unwavering dedication. The organization's exceptional commitment to quality and comprehensive employee placement and management has earned them accolades, including recognition as one of the top 10 Contingency Staffing Agencies in Canada for 2023. She has encouraged the Digital HR Solutions new heights by securing the esteemed title of "30 Companies to Watch in 2023" by Global Business Leader Magazine. This recognition shows her relentless commitment to innovation and excellence within the HR technology sector. Behniwal's strategic leadership and dedication to enhancing the digital



To me, challenges are not roadblocks, but opportunities to craft a transformative narrative.





**DHR**

*Diligent HR Solutions*

*Your Ultimate HR Specialist!*





landscape for human resources have undoubtedly positioned Digital HR Solutions as a frontrunner in the industry, setting a powerful example for others to follow.

Anchored on a foundation of excellence, DHR stands as a promising entity, poised to thrive and spearhead the industry's prosperous future. With an expanding global outreach and a steadfast focus on innovation, DHR continues to set new benchmarks in the industry, leaving an indelible mark on the landscape of international staffing and recruitment.

### **Redefining Operational Excellence: Ria's Visionary Approach and DHR's Technological Leap**

Ria's commitment to operational excellence has been reinforced by her quick implementation of brilliant methodologies and advanced technological solutions, which have streamlined DHR's internal processes, amplified productivity, and enhanced overall organizational efficiency. Her emphasis on leveraging data-driven insights and embracing automation tools has not only optimized resource utilization but has also fortified DHR's competitive advantage, enabling the company to adapt swiftly to market fluctuations and emerging industry trends. Ria's proactive investment in cultivating a tech-savvy workforce and promoting a culture of adaptability has paved the way for DHR to stay ahead of the curve, consistently delivering cutting-edge solutions and setting new benchmarks for operational excellence within the HR sector.

This very commitment to fostering a culture of innovation and continuous improvement has cultivated an environment where employees are encouraged to push the boundaries of conventional practices and explore new avenues for growth. Ria's emphasis on fostering a culture of experimentation and calculated risk-taking has inspired DHR's workforce to embrace a mindset of resilience and adaptability, fostering an ecosystem where creative problem-solving and strategic thinking are nurtured and celebrated. Ria's tireless efforts to champion a culture of creativity and exploration have not only fueled DHR's expansion into new markets but have also positioned the company as a trailblazer in revolutionizing traditional HR practices, thus solidifying its reputation as an industry pacesetter committed to driving meaningful change.



Diligent HR Solutions operates at the intersection of aspiration and accomplishment, facilitating a seamless fusion of ambition and opportunity. At its core lies a profound commitment to building not just careers, but narratives of triumph and resilience.



*Choose  
your level:*



**BEGINNER**

**NEW HEINZ  
TOMATO  
OPEN SAUCE**  
*for cooking  
developers*



**INTERMEDIATE**



**PRO**



**GOD LEVEL**



Chief Marketing Officer  
**Meylah Corporation**

# Chaitra Vedullapalli

**W**hat was your journey like to get where you are today?

**My Unconventional Journey to Success:** Growing up, I was raised with the belief that my destiny was to become a housewife. However, my path took an unexpected turn when my husband recognized my potential and encouraged me to explore new horizons. My non-traditional journey led me to a fulfilling career in both the corporate world and as an entrepreneur. My dedication to serving others with significance has been a driving force behind my accomplishments. My unique blend of expertise in technology, marketing, and business enabled me to lead billion-dollar expansions for Microsoft and Oracle and co-found a cloud-based tech marketing company. Beyond my corporate success, my commitment to generating economic growth led me to co-found Women in Cloud, a community of 100,000 members dedicated to empowering women in the tech industry. As a thought leader and notable speaker, I have presented at various prestigious events, including TEDx, Grace Hopper Celebration, Microsoft Inspire, and even before the United Nations.

My passion for creating a positive impact in society has also led me to launch a Movie Fund, further expanding my influence in the world of entertainment. My numerous accolades include the Forbes 1000 Next Entrepreneur, Ideagen Global Leadership Award, Microsoft Women's Leadership Award, and recognition as one of the top 100 Most Innovative MarTech Leaders by the World Marketing Congress.

**Being a CMO, which three character traits do you think were most instrumental to your success?**

As a CMO, I firmly believe that my success can be attributed to three key character traits: collective action, contribution, and curiosity:

- **Collective Action:** Throughout my career, I've learned that working collaboratively and fostering a sense of teamwork is essential for achieving great results. By embracing collective action, I've been able to bring together diverse perspectives, talents, and skills to develop innovative marketing strategies and drive business growth.
- **Contribution:** My commitment to making a meaningful contribution in every project and initiative has been vital to my success as a CMO.
- **Curiosity:** Curiosity has been the driving force behind my continuous learning and growth as a marketing professional. By staying curious and open-minded, I have been able to stay ahead of industry trends, adapt to changes, and identify new opportunities for growth. This insatiable thirst for knowledge has enabled me to develop a deep understanding of our customers, competitors, and market dynamics, which in turn has been instrumental in shaping our marketing strategies and achieving success.



**According to you, what role does marketing play in the overall success of the company?**

As a marketing professional, I have always believed that marketing plays a pivotal role in the overall success of a company. Let me share a story to illustrate this point. Once upon a time, there was a startup that had developed an innovative event platform on cloud with the potential to revolutionize its industry. The product was truly groundbreaking, but the company was struggling to gain traction in the market. This is where marketing stepped in. The company's marketing team, including myself, realized that we needed to move the markets, win the market, and nurture the markets to ensure the success of our product and the company as a whole. We understood that our Cosell-Led Go-To-Market (GTM) strategy was the navigation tool that would guide us through this journey. As a CMO, I made it my mission to be an integral part of the C-Suite office,

working closely with other leaders to architect a strategic GTM plan. We began by conducting thorough market research to understand our target audience, competitors, and industry trends. With this knowledge in hand, we crafted a compelling brand story that highlighted the unique value proposition of our product. We then launched a targeted marketing campaign, leveraging various channels such as social media, content marketing, and events to create buzz and generate leads. As the campaign gained momentum, we started to see positive results. Our product was finally getting the attention it deserved, and the company began to grow. Over time, our marketing efforts helped establish the company as a market leader, and we continued to nurture the market by engaging with customers, gathering feedback, and refining our strategies. This story demonstrates the critical role that marketing plays in a company's success.

### **What are the most important decisions you make as the Chief Marketing Officer of your organization?**

- As the Chief Marketing Officer of my organization, I am responsible for making numerous important decisions that have a lasting impact on our company's success. Among these decisions, I prioritize three key aspects: people, planet, and profit.
- **People:** The most critical aspect of any organization is its people. As a CMO, I make it my mission to attract, retain, and develop the best talent in the industry.
- **Planet:** As a marketing leader, I recognize the importance of making environmentally responsible decisions. I am committed to implementing marketing strategies that minimize our impact on the planet and promote sustainable practices within our organization. This includes leveraging digital channels, reducing waste in our marketing materials, and partnering with eco-friendly suppliers. By prioritizing the planet in our decision-making process, we not only contribute to a healthier environment but also position our company as a socially responsible leader in our industry.
- **Profit:** Ultimately, the success of any organization hinges on its ability to generate profit. As a CMO, I am responsible for developing and executing marketing strategies that drive revenue growth and contribute to our company's bottom line. This involves making data-driven decisions, identifying new market opportunities, and optimizing our marketing efforts to maximize return on investment. By focusing on profitability, we can ensure the continued success and growth of our organization.

### **What is the kind of experience that your clients are entitled to? How do you prosper the trust factor?**

As a leader in my field, my ultimate goal is to become a champion and trusted advisor for my clients. I believe that our clients are entitled to an exceptional experience, and it is my responsibility to ensure that we deliver world-class Go-To-Market (GTM) solutions to move, win, and nurture their markets. This commitment to excellence fuels my passion for providing unparalleled service and building lasting relationships with our clients.

To prosper the trust factor, I firmly believe that leading with people is the key. Building high-trust relationships is at the core of our approach, and to achieve this, we implement the

ROCC model to ensure we activate high-trust relationships with everyone involved in the journey. When we embark on strategic GTM projects, people always come first in our ecosystem.

The ROCC model, which stands for Reliability, Openness, Competence, and Compassion, is our guiding principle in fostering trust with our clients. By consistently demonstrating these qualities, we create an environment where our clients feel confident in our ability to deliver on our promises and exceed their expectations.

- **Reliability:** We understand the importance of being dependable and delivering on our commitments. Our clients can count on us to be there for them and to consistently provide the highest quality of service.
- **Openness:** We foster open communication and transparency with our clients, ensuring they are always informed and involved in the decision-making process. This openness builds trust and helps us better understand our clients' needs and expectations.
- **Competence:** Our team is comprised of highly skilled professionals who are experts in their respective fields. By leveraging our collective expertise, we provide our clients with innovative and effective GTM solutions that drive results.
- **Compassion:** We approach every client relationship with empathy and understanding, recognizing that each client is unique and requires tailored solutions to address their specific challenges and goals.



# Financial Literacy 101: Essential Money Management Skills for Every Age

**I**n today's complex and ever-changing financial landscape, the importance of financial literacy cannot be overstated. It's a universal skill that transcends age, income levels, and backgrounds, empowering individuals to take control of their financial destinies. In this comprehensive guide, we'll delve into the essential money

management skills that are relevant to individuals at every stage of life. Whether you're a young adult embarking on your financial journey or a retiree looking to optimize your savings, this guide will equip you with the knowledge and strategies needed to navigate the financial world successfully.





## Budgeting - The Foundation of Financial Success

Creating a budget is akin to building the foundation of a sturdy financial house. Regardless of your age, knowing where your money comes from and where it goes is fundamental. Start by tracking your income and expenses meticulously, categorize your spending, and identify areas where you can cut back. Numerous budgeting apps and tools are available to help simplify this process, making it easier to achieve your financial goals. Remember, a well-structured budget not only helps you manage your day-to-day expenses but also allows you to allocate funds for your savings, investments, and future financial endeavors.

## Saving and Emergency Funds

Saving money is not just a habit; it's a financial superpower that can transform your life. Cultivating this habit early on is crucial. Allocate a portion of your income regularly to savings. Building an emergency fund with at least three to six months' worth of living expenses is essential to protect yourself from unexpected financial setbacks. This financial cushion provides peace of mind and a safety net for when life throws you a curveball. Additionally, consider setting specific savings goals, such as saving for a down payment on a house, a dream vacation, or your child's education, to stay motivated and focused on your financial objectives.

## Debt Management

Understanding the different types of debt, like credit card debt, student loans, and mortgages, is vital. Develop strategies to pay down high-interest debt as quickly as possible to reduce interest payments and improve your overall financial health. Being proactive about managing debt ensures that your hard-earned money works for you instead of going toward interest payments. Explore methods such as the debt snowball or debt avalanche to find the most effective approach for your situation. Remember, reducing and eventually eliminating debt sets the stage for greater financial freedom and flexibility.

## Investing Wisely

Investing is a critical component of wealth-building, and it's never too early to start. Educate yourself about various investment options such as stocks, bonds, mutual funds, and real estate. Diversifying your investments helps spread risk, and consider seeking advice from a qualified financial advisor to create a personalized investment strategy tailored

to your financial goals and risk tolerance. Keep in mind that investing is a long-term endeavor. Patience and a well-thought-out investment plan are keys to growing your wealth over time. Additionally, stay updated on market trends and economic developments to make informed investment decisions.

## Retirement Planning

Retirement may seem distant, but it's essential to plan for it early. Contribute to retirement accounts like 401(k)s and IRAs, take full advantage of employer matches, and consider your long-term financial objectives when setting your retirement savings targets. The sooner you start, the more time your money has to grow through compound interest. Additionally, periodically review and adjust your retirement plan as your circumstances change. This might involve reassessing your retirement age, evaluating your risk tolerance, and rebalancing your investment portfolio to align with your retirement goals.

## Conclusion: Continuous Learning

The financial world is in constant flux, with new opportunities and challenges emerging regularly. Commit to continuous learning by reading financial books, taking courses, and following reputable financial news sources. Lifelong learning ensures that you remain well-informed and equipped to adapt to changing financial circumstances. Stay curious about financial innovations, investment strategies, and economic trends. Engaging with financial communities, attending seminars or webinars, and networking with experts can provide valuable insights and expand your financial knowledge base. Remember that financial literacy is not a static concept—it's a journey of discovery and empowerment that evolves alongside your life.

Mastering financial literacy is a lifelong journey that empowers individuals to make informed decisions, secure their financial future, and achieve their life goals. From budgeting and saving to investing and retirement planning, these essential money management skills are universally applicable. Start your journey toward financial literacy today, and remember that it's never too late to enhance your financial knowledge and skills. By doing so, you're not only securing your own financial well-being but also contributing to a more financially resilient and informed society.



نيوم، NEOM

# Unveiling the Majesty of the Sea

Dive into Earth's oceans and uncover its unique gems, showcasing a distinctiveness unrivaled by any other planet. From vibrant coral reefs to captivating marine life, these oceanic treasures highlight the exceptional beauty that sets our planet apart. Join us on this extraordinary journey of discovery and witness the awe-inspiring wonders that lie beneath the waves, revealing Earth's unparalleled allure.

**Saudi**  
Welcome  
to Arabia



السعودية  
**SAUDIA**



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Vice President  
DHL

# Chitra Shinde

**K**indly brief us about the outset story of your career.

I joined DHL Express after completing my Masters degree in Business Management. I was keen to travel and work in different parts of the world. So, I moved with DHL from India to Papua New Guinea, Fiji, Australia and finally New Zealand, where I chose to settle down. However, my responsibilities towards my family took priority and I went back to India to be with my ailing parents. On my fathers' demise, I returned to DHL in Australia and in 2019 I moved back to New Zealand. The pandemic that followed was globally challenging. New Zealand did well to control the spread of the virus but we experienced unprecedented demand for our services which was an exciting time to innovate and try things never done before and think outside the box.

**As a successful leader, which three personal qualities do you believe contributed most to your success?**

I am resilient, I hold out till I solve it, overcome or master it. I admit when I make a mistake and learn from it and I listen to my team's great ideas which in turn results in some great solutions. I learn continually and attempt to share that with others which helps reinforce my own understanding of the topic.

**What are the aims and ideals that guide you as an individual and a professional?**

I believe that I can make it a great place to work for me. I have an attitude of gratitude. I am extremely grateful to the people who have helped me grow and provided feedback; both motivational and developmental. Over time, I learned to focus on people and not the task. I am guided by the end goal or the big picture and evaluate tasks in the context of whether they will take me closer to that goal or further from it. At DHL we have a very clear strategy which makes execution much easier. We focus on all three key stakeholder groups who are our people, our customers and our investors. All three are interconnected, and we continually pursue being an employer of choice, provider of choice and investment of choice.

**What have been the toughest obstacles you faced in your career?**

I have been very fortunate to work at DHL Express where for a very long time now, diversity, equity, inclusion and belonging have been in the way we are. This was not some latest trend to follow but our authentic culture. As humans, we all have conscious and unconscious bias and being the logistics industry, it did not naturally attract many women in my generation, but the company had the spirit of



inclusion. Being an international company that expanded rapidly overseas and grew very quickly we attracted a variety of people. This made it very easy for me to fit in and thrive. I did have to make some changes in how I worked as a Senior leader in the business and switched from tactical work to more strategic and future-focused work. I was given leadership development opportunities and also an independent external coach who helped me make this transition and get rid of some of my self-imposed limitations, which in turn helped my confidence grow significantly. I am very grateful for these opportunities. I keep learning and ready to change myself and become a better version of me. When I look back, I can clearly see how far I have come and how the obstacles now looks like mole hill and the one ahead does not seem like an insurmountable mountain.

**Mention some of the notable recognitions and accreditations received by your organization and person.**

DHL Express is globally the No 1 great place to work. In New Zealand we have received the Best Call Centre Diamond award for 7 years in a row. Personally, I cherish an award received from Mahindra Group ten years ago as it was in recognition of women in transportation. My father had passed away that year and Mr Anand Mahindra himself presented the award. My father was a huge fan of his. I also am a mother of four beautiful children and as they overcome their challenges, it gives me a lot of joy and pride in watching them soar at higher altitudes.

**What keeps you motivated to give your best every day?**

I am sincere about my work even when no one is watching. There is no substitute for hard work. When preparation meets opportunity, magic happens. When it gets tough, I remind myself, I am in preparation or training for something that is more complex and more rewarding.

**Do you have a mantra that you live by?**

Do the right thing for the right reason at the right time and then forget about it.

**Who in your life inspires you the most? Is there a particular person who you are grateful for who helped get you to where you are?**

There are a lot of people who have helped me become the person I am both at work and in my community growing up and my teachers and friends. I am particularly grateful for my parents. They gave me a great education and raised me up the best way they could and instilled my values that direct my choices. If I am clear about my own values, beliefs and purpose then, then life is easier to navigate. My purpose and values align with my company's values. I do enjoy what I do. I am passionate about environmental and sustainability concerns of our times. I have made a number of changes in my journey to consume less, recycle and reduce waste personally first and at work.

**What would be your future endeavour and where do you see yourself in the near future?**

I would like to continue to grow and develop my competence to handle a role like Managing Director New Zealand and Pacific Islands but may need to take a development step first. If I stay within the operations function, then I can see myself leading a larger country's Operation. Of course, it may never turn out that way but its good to have a goal and work towards it.

**Your journey has been inspiring, and it sets a great example for aspiring leaders. What advice do you have for them?**


For me, having a number of mentors and specifically Pam Westhead as my coach has made a huge difference in the way I see myself. If we can fix our thinking or mindset, then the rest will follow. I was inspired by Carol Dweck's work on growth mindset. It taught me that nothing is impossible. I also learned to get towards the goal by being intentional about the type of person and leader I want to be. I use that for my physical fitness too. I had to take small steps like walking first, then jog, run, skip and now I can do so much more than I could 3 years ago. It is the discipline to do it that makes the difference. I now feel like I have that authentic confidence in who I am which lets me be authentic so others can be authentic versions of themselves with me.





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# Ciara Lewin

**K**indly brief us about the outset story of your career.

I started out as a young entrepreneur seeking to help US based companies operate more efficiently, primarily physicians and medical teams. After a few years of being on meetings in which the US executive was engaging in a non-efficient way with their offshore partners, I realized there was a greater need that I can bring solutions to. That is how I expanded to serve offshore teams based outside of the USA and help them to collaborate with companies worldwide. Nearly 18 years in and I feel like I am still just scratching the surface. I never wanted a company to feel like I was overthrowing their business but rather I focused on truly listening and living in their shoes before making recommendations for improvement. Over the past few years, we've been able to help companies in the following countries: Indonesia, Barcelona, Japan, UAE, Poland, Sweden, Italy, Cameroon, Belarus, Brazil, Peru, Morocco, Jamaica, Madagascar, Burkina Faso, Turkey, Iran, Sidney, Kenya, Argentina, Casablanca, London, South Africa, Mexico, Vietnam, Canada, Nigeria, Pakistan, India and Ghana. We understand there is great talent in so many parts of the world and have made it our mission to help bring out their uniqueness, showcase them to the world and help them collaborate with more organizations worldwide.

**As a successful leader, which three personal qualities do you believe contributed most to your success?**

I would definitely say being positive, having effective communication and being open to the mindsets of all people. When working with so many different executives, companies and countries around the world, it can be easy to try and find a one size fits all solution. But in actuality, that is the opposite approach. I know the value of being centered with self and allowing our clients to be themselves while also communicating their value to the world. This is what I believe brings out the best in people and empowers creativity and innovation.

**What are the aims and ideals that guide you as an individual and a professional?**

I have always seen situations in an optimistic way realizing that everything has a solution. This applied both in my personal life and professional life. The law of attraction is real in my life and I believe that having the right positive perspective will only birth more positive outcomes. Also, I understand my own uniqueness and therefore do not try to conform to other's expectation of who or what I should be. Being authentic despite the push and pull from others and our society to mimic someone to reach their level of 'success'.



CEO & Founder  
Elite Precision Consulting

**What are the primary offerings of your company?**

Global collaboration and doing so with serenity and peace of mind. This can mean a U.S. company seeking to expand or improve their operations while working with team thousands of miles away. Or a company based in Asia, Europe or Africa wishing to make a mark in the another geographic and sector. Without question, GTM strategies, business development and operational efficiency is important but what we offer is this and more... manifesting desired outcomes with positive energy as our main point of attraction.

**What have been the toughest obstacles you faced in your career?**

The toughest obstacle I have faced was not having a model to follow in the space and depth of impact that I wanted to have. Although there are business consultants who are awesome, it has been a challenge when seeking a role model who doesn't think of profits first but rather sees the value in people, their wellbeing, the livelihood of their companies and how it can benefit communities of a global scale. And of course remaining in a place of alignment throughout that journey.

**Mention some of the notable recognitions and accreditations received by your organization and person.**

I have had the privilege of speaking on various podcast, in person seminars dedicated to entrepreneurship and various publishing to include Most Fearless Women in Business of 2022, Top Admired Business Leaders of 2022, and Top 10 Most Successful Entrepreneur of 2021. In addition, each month I host a free session on LinkedIn to help companies based outside of the U.S. to understand how to penetrate and enter the markets. We also have various newsletters that we write for companies such as MGMA and a monthly newsletter Outsourcing Essentials.

**What would be your future endeavours and where do you see yourself in the near future?**

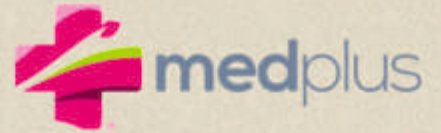
In the last few months, we've been seeing an increase of interest in Eastern Africa and other various parts in Asia & Africa. Therefore, we wish to expand our services in these areas and better align our passions with their needs. On a personal note, I am learning Arabic to be able to better communicate with our clients in these surrounding areas and be engulfed in the culture both personally and in a secular fashion. We would love to help 1,500 new

companies in developing countries for 2024 and help them reach their organizational goals & aspirations.

**Your journey has been inspiring, and it sets a great example for aspiring leaders. What advice do you have for them?**

Anyone who is trying to be a leader, I believe should first align themselves. Take time to understand what you truly like, your passions and what brings you peace and happiness. Once you find that do not be swayed by the conditions that you have manifested which may appear to be challenging or not ideal. Focus your energy on staying in good spirits and high vibrations so that you can attract what you desire. Do not give up when others don't understand your methods because your peace of mind is always the most important thing when wanting to truly be an influencer or make an impact in the world. Also, I would suggest you surround yourself with like-minded individuals who can further propel you both spiritually, financially, secularly and emotionally.





**“Oya  
swallow it  
before I open  
my eyes!”**



**What won't they say to keep us healthy?**

**To our number one health experts:**

**HAPPY MOTHER'S DAY.**



# The Power of HER VOICE: The Impact of *Women Leaders*

In this day and age, we are constantly exposed to remarkable success stories of women folks who have proven their mettle by breaking the glass ceiling and ascending the corporate ladder. These tales serve as a testimony to the resilience and fortitude of women, highlighting their immense potential to pave the way for others to follow in their footsteps. Through their indomitable spirit and perseverance, these women entrepreneurs have shattered preconceptions and dispelled stereotypes, defying the notion that male-dominated industries are inaccessible to women. Their triumphant journeys are nothing short of inspiring and should be celebrated and shared to empower other women who may be facing similar challenges

It is high time to acknowledge the significant impact these trailblazing women have made in empowering and uplifting other women. Their achievements have paved the way for a new generation of women to pursue their dreams and aspirations without fear of gender-based discrimination. These women serve as role models and inspirations, showcasing that hard

work, determination, and dedication can lead to success regardless of gender. Therefore, their stories must be told, highlighted and used as tools to encourage and motivate women to pursue their goals fearlessly, confidently, and unapologetically.

Furthermore, it is crucial for women leaders to make their presence known in fields where men predominate. In several fields that have historically been dominated by men, women have historically faced major access barriers. These obstacles include overt racism, covert prejudice, and a dearth of mentorship opportunities. In many industries as a result, women have been underrepresented, especially at the senior leadership level. According to studies, businesses with diverse leadership teams operate more profitably and creatively. Women tend to be more inclusive, collaborative, and empathic in their leadership styles, which can enhance workplace morale and foster a healthy work environment. The exclusive viewpoint and skill set that women leaders bring to the table, however, is priceless in any business.

# SQUEEZE THEM



...T GOES UP M



# SEIZING THE MOMENTS



M U S T F A L L D O



# Ishveen Anand

## **B**rief us about your outset story of your career.

I started my career as a management consultant and then as a sports agent. For five years, I worked in the sports industry primarily focused on securing sponsorships for athletes, teams, leagues, and events in India and Europe. Along the way, however, I realized that it wasn't always easy for agents and athletes to connect with companies and vice versa. And when they did, the results weren't always what either party had envisioned.

After seeing some serious inefficiencies within the sponsorship industry, I started OpenSponsorship about 6 years ago with one goal: help make securing sports sponsorships easier and more effective.

## **What are the aims and ideals that guide you as an individual and a professional?**

- Transparency, both internal and external. Internally, we want everyone in our company to know everything (no politics!). Externally, we're very transparent in terms of our athlete pricing, and it's something we constantly preach because transparency is not something the sponsorship industry has been great at.
- Education. We enjoy hiring people that may not have worked in the sports industry before and educating

them. This allows for a different set of perspectives given the members of our company come from different backgrounds. We also enjoy educating our clients including our agents and athletes through our platform. Everything in our tech platform is easy to use and efficient, without the stakeholders needing any extra assistance or hand holding.

- Accountability. Especially with a remote environment, we want to hire people that have extreme ownership of their tasks and get things done, for myself included. Also on the other side, we're a two-sided marketplace. Our athletes rely on us, our brands rely on us, and we want to be held accountable to that. Whether it's money exchange, contracts, or service-level, we believe in giving the best.

## **Enlighten us about your greatest strength. How are you different from others in your field?**

Being female in a very male-dominated industry like sports and technology, there are many privileges that you simply don't get starting out in this space. You have to be extremely scrappy and ready to know your stuff to prove that you belong at the table - and I consider this to be my greatest strength. Being relentless in pursuing knowledge and aggressively building up a network in an industry where I knew very limited people - just two of the many things I had to do and overcome to separate myself from the pack.



**Please tell us about your organisation. What are your primary roles and responsibilities? Can you please walk us through the major accomplishments throughout your journey?**

OpenSponsorship is the leading sports marketing platform trusted by brands to connect with 12,000+ athlete influencers, teams and events globally. Our mission is to democratize the \$70B sponsorship industry; making this marketing channel accessible to ALL brands. We are driving change using innovative technology, AI, data and unique functionality.

The sponsorship industry has traditionally been inaccessible, lacking in transparency and effectiveness. Companies like Nike and Pepsi credit sponsorship for much

of their brand success, yet sponsorship marketing has previously not been leveraged by 70% of brands who did not have the expertise, budget or access. We at OpenSponsorship are driving real change, we have already enabled over 10,000 deals worth millions of dollars. We combine the power of a two-sided marketplace with the expertise of a sports agency.

In the past 12 months our impact has been huge with the NCAA NIL rules change - 465,000 college students can now get sponsorship. OpenSponsorship, with its existing marketplace and brand network, is at the forefront of enabling these deals. We have also recently formed partnerships with top MRR partners and schools.

Influencer marketing continues to grow exponentially. In

2021, we powered the athlete influencer campaigns of companies like Walmart, Footlocker, StitchFix and Atlantic Records as well as hundreds of smaller brands. For the first time, brands - big and small - can leverage athletes in short term, impactful, ROI-driven influencer campaigns.

In Q4 2021, we also recently launched our UK office and have already enabled global partnerships including for Fulham FC, EPL soccer stars and Olympians. We closed a growth round led by 76ers owner David Blitzer and participation from Serena Williams, Eric Stern, Oxford Angel Fund, Baron Davis and notable others. We are now deploying this capital to achieve milestones including hiring, marketing, product development, expanding into new international markets, and growing our college NIL solution.

I love what we do - my primary role as Founder & CEO is just to constantly break new barriers, and think about new solutions to grow OpenSponsorship. Growing our team, revenue, and reaching new milestones really gets me excited for the future.

**How did you respond to the challenges induced by the COVID-19 pandemic? What measures did you incorporate to surpass the challenges?**

Our office set up was fully in person before the pandemic so this was a huge adjustment for us, moving to a fully remote set up. We have thoroughly embraced this now with our team across the US and even in the UK. This has meant being more reliant on processes, KPIs and ensuring check-ins regularly to ensure team members are thriving and achieving.

**Who in your life inspires you the most?**

I'd say there are many who inspire me - from my own team who work so hard and achieve so much, breaking boundaries in the sports sponsorship world. To our clients who help us to innovate and embrace new ways of doing things. To my investors who have put their faith in us to deliver a financial return for them, and my many mentors and friends who I learn from and lean on for support.

**What advice would you give to the next generation of aspiring and budding Business people?**

The entrepreneurship journey can be long, hard, and lonely, so definitely be ready for that. Having a strong support system throughout the journey would be most crucial for aspiring business leaders to be successful - both professionally and personally.







NESPRESSO.  
*What else?*

INDULGENCE, YOUR WAY.

Ristretto Intenso

