



BOARD EXPERIENCE

Orchid Giving Circle (Founding Member)

ATT Performing Arts

The Family Place Executive Committee

The Original Southside

EDUCATION

Case Western Reserve University

MBA, Marketing

University of Mumbai

M.COM, Banking and Finance

B.COM, Accounting and Economics

CONTACT

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<https://open.spotify.com/show/1C4TLX1rOuq3t8msIJF8cJ>

AREAS OF EXPERTISE

Brand Strategy

Consumer Engagement

Human Centered Design

Educational Change

Radhika Zaveri is an expert in brand strategy, human centered design thinking and innovation, consumer, and women's causes. Radhika advises companies in managing brand purpose and human centered innovation in a rapidly evolving technology landscape. She helps boards of start-ups and leadership teams to identify priorities, balance growth with risk, and build stakeholder commitment.

BUSINESS EXPERIENCE

As professor of practice at Southern Methodist University, Radhika's commitment enhanced student experience holistically. She is dedicated to bringing diverse perspectives at scale through her podcast to SMU's student body by placing the student at the center of the learning journey.

Radhika led efforts in the consumer-packaged goods industry driving growth & innovation for Fortune 500 companies to entrepreneurial startups. Overseeing Nestle® USA billion-dollar brands to re-brand and growth initiatives as a consultant on an international scale. Her results driven focus and strategic thinking informed companywide initiatives.

She has contributed to national and global initiatives demonstrating her commitment to innovation, human centered focus and women's causes for organizations such as Keurig, Rubbermaid, Healthy Choice, Crow Museum of Asian Arts, founder of the Orchid Giving Circle and her own start up, Sukan, committed to financial independence for women.

INDUSTRY LEADERSHIP

Radhika won the Leaders in Diversity Award at Dallas Business Journal, Advertising Age for "**best new product advertising**", and top 3 "Buzz Marketing" awards.