



Preeti Sawhney is an Advisor, Mentor and Brand Strategist.

Preeti started her career at Lintas (Lowe) out of a love for advertising, which soon evolved into a passion for brand building. Post Lintas, she has been an Independent Brand Strategist solving brand problems for partners across the spectrum of industries and organisations.

Preeti brings a 360° perspective honed over 30+ years of working with brands, to slide with ease between the macro lens of vision and goals, to the micro granularity of contexts, audiences and the psychology of persuasion.

In addition to her work as Brand Strategist, Preeti is Advisor and Mentor to several startups, entrepreneurs and NGOs on Brand and Business strategy. She is also Catalyst to a women entrepreneurs platform and is a Governor on the Board of a leading IB school.

She has studied Mathematical Statistics in Delhi University, followed by a PGDM in IIM Calcutta where she specialized in marketing and consumer behavior- and finally honed her brand strategy skills at Columbia Business School.

Preeti is passionate about building brands with integrity between purpose, action and talk.

A hungry learner, Preeti enjoys simplifying the complicated.