



## Aradhana Khowala

**CEO & Founder of Aptamind Partners**

*"A strong believer in and advocate for the fact that, when it is done right, tourism can be a force for positive change."*



Aradhana Khowala is one of the most influential leaders in the luxury hospitality, travel and tourism sector. Her career has spanned 23+ years, five continents and more than 75 countries. Today, she is the CEO of Aptamind Partners, a strategic consultancy, which combines hard data and decades of experience to advise governments, emerging destinations, public and private organisations on futureproofing their business.

### TOPICS:

- Let's Blow Up the Boundaries
- The Great Resignation in Hospitality
- Bring Back the Human in Human Resources
- Stop Talking About Empowering Women
- Heroes and "She" Roes
- Gender Equality Requires Mythological Role Models for Women Leaders
- Safeguarding Our Planet
- Tourism, an Agent of Oppression or Transformation?

### IN DETAIL:

Aradhana was the Managing Director of Tourism at NEOM – the US\$ 500 Billion land of the future purpose built for a sustainable and a new way of living in Saudi Arabia. An active board member, she has an impressive portfolio of non-executive board roles, currently serving as Chair of the Group Advisory Board of Red Sea Global in Saudi Arabia, the developer behind the Red Sea Project as well as AMAALA – the world's first integrated wellness destination. Aradhana also serves as a Board Member of Elaf Group, the leisure arm of a sustainable listed holding company – SEDCO where she also chairs the compensation and remuneration committee.

### WHAT SHE OFFERS YOU:

A resolute advocate of women's empowerment, diversity and inclusion and an activist for equality, she spends a lot of her time engaging Heads of States lobbying for travel and tourism as a force for good but through a lens of equity, justice and mindfulness.

### LANGUAGES:

She presents in English.

### HOW SHE PRESENTS:

An accomplished public speaker with a genuine passion for storytelling, Aradhana has spoken in global policy discussions in United Nations, as well as the G20 apart from speaking at some of the foremost Leadership Summits around the world.

