



**MAKING GLOBAL GOALS
LOCAL BUSINESS
INDIA**



Vineeta Tikekar



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Business for inclusion**

Ms. Vineeta Tikekar is the Marketing Director – Corporate Services – Asia Pacific at Sodexo On-site Services. Vineeta is responsible for the marketing function with resources based out of each country. She is also an esteemed member of the APAC Corporate Services Executive Committee.

Vineeta joined Sodexo in December 2012. Her appointment was a strategic move by the company to ensure customer satisfaction through offers that improve quality of life rather than being delivered merely on cost benefits.

Vineeta has proven track record in leading the marketing function across multiple geographies. She has expertise in consumer insight measurement and strategic action planning and has managed large teams, proactively working on talent development and retention. In her previous role as Head of Marketing - Standard Chartered Bank Malaysia, Vineeta was responsible for all Strategic Marketing activities. She also managed the country marketing budget and calendar.

She strongly believes in the fitness mantra while choosing to live, eat and exercise regularly thereby practising the 'Quality of Life' for self. She enjoys travelling – visiting new places and experiencing different cultures, people and cuisines.