



Aradhana Khowala
Special Advisor to the Board World Tourism Forum Lucerne
CEO & Founder Aptamind Partners

Aradhana is a specialist authority on the travel, tourism and hospitality industry with 17 + years of experience in four continents across 60+ different countries. In 2014, she was chosen and featured as one of the 50 most influential next generation leaders who will likely define the future of the hospitality industry by Swiss Economic magazine Bilan.

She is the CEO and founder of Aptamind Partners (previously Bridge.Over Group) a specialist strategic advisory that consults for leaders in family offices, governments, private investors and international organisations on hospitality related investments. Aptamind works in over 60+ countries, spanning Europe, Asia, Middle East, and Africa providing new direction and robust business insight.

She also serves as Special Advisor to the Board of World Tourism Forum Lucerne a highly focused, top level, strategic body that brings together selected leaders around the world to reflect on the big challenges facing the travel, tourism and hospitality industry. Aradhana is also Chairwoman of the Board for the Global African Tourism Summit which is the leading African Summit that congregates operators, investors and industry figures to develop new tourism projects throughout Africa and the Vanilla Islands.

Previously she has worked for Jones Lang LaSalle, the largest money management firm in the world covering UK, Benelux and Scandinavian markets. She has also worked for a Strategy Consulting practice in Europe and Asia as well as in Hotel Operations in Asia. Aradhana has an MBA from the prestigious Ecole hôtelière de Lausanne in Switzerland and also read at the renowned Cornell University in New York.

A keen industry practitioner, she is a regular speaker, moderator and presenter at the foremost Family Office conferences as well as Tourism Summits. She also is a guest lecturer for MBA level courses at different Universities and organisations focussed on the Travel, Tourism and Hospitality Sectors. Aradhana also serves on the Board of ETC which is a charity that beautifully weaves together her passion for Africa with the purpose of educating the children - a cause very close to her heart.