



**Anita Mendiratta**  
**Founder & President – CACHET Consulting /**  
**Special Advisor to the Secretary General - UNWTO**

A trusted and respected strategic advisor and six-time author in Tourism & Development, with professional foundations in Fortune 500 corporations including IBM, Unilever and The Coca-Cola Company, London-based Anita Mendiratta is the Founder and President of **CACHET CONSULTING**.

With over two decades of global professional working and living experience, Anita has developed an innate ability to feel the 'heartbeat' of societies - the economic, social, political, cultural and environmental dynamics impacting and inspiring nations facing change, making her highly sought after strategist & advisor in the areas of national growth, development, and often, recovery.

Alongside her business leadership, Anita is also honoured to hold roles including:

- Special Advisor to the Secretary General of the UNWTO
- Strategic partner to the WORLD BANK GROUP, IATA, ATAG and the WTTC
- Lead consultant of CNN International's T.A.S.K. GROUP
- Board member of Thebe Tourism Group and Cullinan Holdings

With an international reputation as a confidante at the highest levels, Anita has become a sought after speaker, moderator, facilitator, Board member and coach for leaders and nations across the globe.