



Aradhana Khowala

- **CEO & Founder - Aptamind Partners**
- **Board Member & Member of the Steering Committee – WTFL**
- **Chair of the Advisory Board - The Red Sea Project Saudi Arabia**

Aradhana Khowala is globally identified as an authority on the travel, tourism and hospitality industries and has two decades of experience across 70+ countries in four continents. She is currently CEO & Founder of Aptamind Partners a Private Client Advisory that is a trusted advisor to ambitious leaders in Governments, Family Offices, Private UHNW Investors and International Organisations.

She currently serves as the Chair of the Advisory Board of the Red Sea Project in Saudi Arabia which is wholly owned by the Public Investment Fund, the sovereign wealth fund of Saudi Arabia and previously she was the MD of Tourism Sector at NEOM also in Saudi Arabia - the US\$ 500 Billion land of the future purpose built for a sustainable and a new way of living.

Aradhana also serves as a Board Member and Steering Committee member of World Tourism Forum Lucerne. A passionate advocate of the transformative power of tourism and the prospect it presents for combining conservation with community, culture and commerce, she spends a lot of her time engaging Presidents, Prime Ministers and Tourism Ministers on using Tourism as a force for good and has interviewed hundreds of government representatives and CEO's globally on key challenges facing the sector.

In the past she has worked for Jones Lang LaSalle, a Strategy Consulting practice in Europe/Asia as well as in Hospitality Operations in India. A keen industry practitioner, she is a regular speaker, moderator and presenter at the foremost Family Office conferences as well as Tourism and Leadership Summits around the world. Aradhana has won multiple awards including the 21st Century Icon Awards in 2017 in association with CNBC and London School of Economics as an Inspirational Game Changer. In 2014, she was featured as one of the 50 most Influential Next Generation leaders who will likely define the future of the luxury tourism sector by Swiss Economic magazine Bilan.

She has an MBA from Ecole hôtelière de Lausanne in Switzerland and also read at the Cornell University in New York. She also guest-lectures on tourism, leadership and entrepreneurship at different Universities globally.