MEDIA KIT **2026**

ANITAMENDIRATTA.COM

ANITA MENDIRATTA

- Global advisor, author and on-air personality in tourism, development and leadership.
- Special advisor to the Secretary General of UN Tourism.
- One of the ‘Top 25 inspirational executives in Travel/Hospitality’

ABOUT ANITA MENDIRATTA

When the world's most influential leaders are navigating crisis, or poised to embrace transformative opportunity, they turn to Anita Mendiratta.

For over three decades, Anita has stood as a trusted advisor to Heads of State, CEOs, Fortune 500 leaders, and international institutions – guiding them through complexity with a distinctive blend of strategic clarity and deeply human insight.

As Founder and President of **ANITA MENDIRATTA & ASSOCIATES,** a London-based global advisory firm, Anita is widely respected for her ability to deliver impact-driven strategy, stakeholder alignment, and enduring results across the **Tourism, Aviation, Development, and Crisis Recovery** sectors. Her work is anchored in deep experience, creative foresight, and a rare sensitivity to the socio-political heartbeat that lies beneath policy, investment, and transformation. With her professional foundations shaped by IBM, Unilever, and The Coca-Cola Company, Anita's career has taken her to over 100 countries, positioning her at the nexus of global change and purposeful action.

Anita has become a valued compass for government tourism bodies, airlines, airports, hotel groups, attractions, and major global bid committees – enabling alignment within, and resonance far beyond. Since 2020, she has played a pivotal role in supporting global leaders as they navigate the sustainable recovery of Travel, Tourism and Aviation – striking a balance between commercial urgency and social responsibility, resilience and regeneration.

Her contributions have earned her recognition within the global leadership community including:

- SPECIAL ADVISOR to the Secretary General, UN TOURISM (formerly UNWTO),
- STRATEGIC ADVISOR - CNN International,
- EXECUTIVE IN RESIDENCE - University of Surrey, UK,
- VISITING PROFESSOR - Cranfield University, UK,

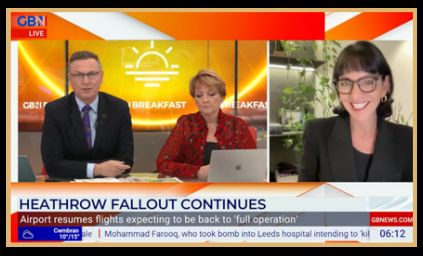
As well as spotlights including:

- The Most Influential Women in Tourism,
- Top 25 Inspirational Executives in Travel & Hospitality,
- and Top 25 Executives to Watch in 2025.

AS SEEN ON:

View Anita's reels here and here.

A **familiar face and trusted voice** across major international media – including Bloomberg, TRT, CNBC, France24, and the BBC – Anita offers timely insights on leadership in motion, resilience under pressure, and the human realities behind high-level decision-making. Her perspectives are valued not only for their strategic depth, but for their emotional intelligence – a vital reminder that leadership, at its core, is about people.



"Whether she is delivering insightful commentary, conducting compelling interviews, or moderating high-level discussions, her professionalism and poise shine through. And it is that deep industry knowledge and her ability to articulate complex global issues which has, in a very short period of time, led her to be trusted as a frequently returning guest."

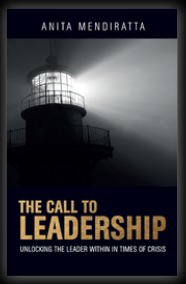
HELEN MOORE, MANAGING PARTNER HOLLR

AWARD WINNING AUTHOR ANITA MENDIRATTA

Recognised as a respected confidante and trusted voice of authority, Anita's experience and expertise is showcased in her award-winning book:

THE CALL TO LEADERSHIP

UNLOCKING THE LEADER WITHIN IN TIMES OF CRISIS



WWW.THECALLTOLEADERSHIP.COM

Receiving praise from across government, business, and academic circles worldwide along with nomination for numerous international book awards including The Financial Times Book of the Year 2024 and Best Business Book Award 2024, the book reveals the true essence of leadership in times of extreme challenge. **Beyond technical aspects, it goes deep into the hearts and minds of global decision makers.** Through exclusive interviews, C-suite leaders in business and government share never-before-heard perspectives on leading through one of the most challenging times in modern history – the COVID-19 pandemic. The findings are remarkable, emotionally raw, and rigorous as a study of exceptional leadership, revealing how we can understand, control, and navigate our own ability to face a crisis - personal or professional - emerging safer and stronger.

> *"When we talk about the lessons from the pandemic, there will be very procedural, practical lessons. But there are lessons for humanity here as well. This book goes a long way towards really amplifying those messages."*
> DR. SANJAY GUPTA, CNN CHIEF MEDICAL CORRESPONDANT

Importantly, one-third of all proceeds of the sales of the book will be donated directly to the **Anita Mendiratta Foundation**, her UK registered charity which restores early childhood education in tourism- based economies and communities around the globe that are recovering from crisis. Learn more at anitamendirattafoundation.org.

THE ANITA MENDIRATTA FOUNDATION

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SPECIAL ADVISOR TO THE SECRETARY GENERAL OF UN TOURISM

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ABOUT
ANITA MENDIRATTA

When global leaders are facing crisis or excited to unlock opportunity, they turn to ANITA MENDIRATTA. Respected as an executive advisor, author, diplomat, and on-air personality in Tourism, Development, and Leadership, Anita leads ANITA MENDIRATTA & ASSOCIATES - WWW.ANITAMENDIRATTA.COM

With professional foundations with IBM, Unilever and The Coca-Cola Company, Anita possesses over three decades of experience across over 100 countries and is admired for having an innate ability to feel the 'heartbeat' behind the economic, social, political, and environmental dynamics of nations. Anita holds particular expertise in providing government tourism entities, airlines, airports, hotels, attractions and bid committees with a strategic compass for internal alignment and external impact. Since 2020, Anita has been guiding leaders and educators in sustainable recovery of Travel, Tourism and Aviation in a post-COVID world.

Other honours include:

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