

## **NEETA SODHI PATIL'S PROFILE**

**Dr. Neeta Sodhi Patil**, M.A., M.Phil.

Managing Director

Ms. Neeta Sodhi Patil is the Managing Director based in Mumbai.

She is the driving force to achieve the vision and mission of the firm. She is involved in strategy formulation and her strength is client-centric view, understanding the client's needs and designing a customized solution to resolve the client's problem.

She has over twenty six years experience in the areas of Organization Behaviour and Human Resources Management.

She is a life coach to numerous businessmen, entrepreneurs, bureaucrats, CEOs & senior professionals in India & overseas in developing strategic skills essential for succeeding in business in their chosen profession & domain. .

She guides business owners in developing social etiquettes, soft skills, negotiation strategies, communication skills and assertiveness.

She was associated as an Honorary Psychologist with K.E.M. Hospital, Mumbai and Tata Memorial Cancer Hospital, Mumbai.

She has been a columnist with Mid-Day and she has also contributed articles to various magazines and journals.

She has conducted workshops & training programs for companies to motivate their employees to increase their productivity and enrich their personal lives by adopting a work-life balance. Her areas of interest include the application of Psychometrics Techniques to enhance employee performance and efficiency.

Her clients are Reliance Industries Limited, Tata Teleservices Limited, Indian Banks Association (IBA), Indian Institute of Banking & Finance (IIBF), Firstsource IT Company, Rabtaa Communications, Bombay Cambridge Gurukul and various schools and colleges.

She has also conducted workshops for stockbrokers wherein she taught them to control their emotions of "fear" of losing money and "greed" of making more money at the time of trading in stocks & bonds.

She has been a Visiting Faculty Member at ICFAI Business School, Mumbai and has taught Human Resource Management, wherein she shared her expertise on the following topics:

She has also obtained an M.A. (Clinical Psychology) in 1988 and M.Phil. (Clinical Psychology) in 1992 from S.N.D.T. University, Mumbai.