



PREETI PURI SHARMA

**Director
Corporate Communications and Citizenship,
Disney India**

Ms. Preeti Puri Sharma is Director Corporate Communications and Citizenship for Disney India and is a part of the India Leadership Team.

Preeti is responsible for the development and delivery of strategic communication plans, managing the external voice of the Company with the media and driving publicity to support the organization's products and services across all lines of businesses. She is also responsible for driving the Citizenship Initiatives of the Company.

Adept at corporate PR set ups, image makeover & in crisis management, Ms. Puri Sharma has over 17 years of experience giving her in-depth insight into the process of brand building and positioning. Having worked with media and entertainment conglomerates in various capacities she has now joined Disney India in its exciting new growth phase. Prior to Disney she held the position of Head of Entertainment Public Relations at Star India Pvt. Ltd (a unit of 21st Century Fox) for nearly four years. Preeti was responsible for devising the Company's PR & Corporate Communications strategy related to Star's 13 channel network, leading the successful launch of three of these channels as well as Hotstar, Star's OTT platform.

In her earlier stint at Reliance BIG Pictures, she set up the Corporate Communications & Public Relations division and led the communications strategy for the roll-out of the company's partnership with leading Hollywood studios and film production houses as well as PR for more than a dozen Indian movies.

Prior to its acquisition by The Walt Disney Company, she had a similar role and responsibility at UTV Software Communications, she set up the Corporate Communications & PR division and handled five business verticals - Motion Pictures, Gaming, Interactive, Broadcast and TV Content Production. Here she successfully handled the listing of UTV's motion picture business at the London Stock Exchange.

Preeti spent over seven years in agencies, managing over 100 plus brands from manufacturing to consumer products to services. In her last agency role as Senior Account Director at Edelman India she handled the complete mandate for TATA Consumer Products.

An avid follower of Buddha's mediation technique called Vipassana. A lover of nature and globe trotter, she stays in Mumbai with her husband Bhupesh and pure bred German Rottweiler aptly named - 'Neo- The One'.