

## **Successful Women In Management (SWIM) annual conference hosted at Great Lakes**

**Chennai, January 21, 2016:** Great Lakes hosted its 10<sup>th</sup> annual 'Successful Women in Management (SWIM)' conference at its campus today. The theme of this year's conference was – *'How do Successful Leaders nurture their Personal Brand?'* The one day annual SWIM conference aims to identify and felicitate women who have contributed to the society in significant way in their respective fields.

SWIM 2016 was graced by eminent women business leaders from the industry. **Ms. Vinita Bali, Chairperson, Global Alliance for Improved Nutrition (GAIN) and Former MD, Britannia Industries**, along with **Dr. Suj Chandrasekhar, Founder, Strategic Insights and Delegates on Vision 2020** were the chief guests for the conference.

Welcoming the gathering, **Dr. Bala V Balachandran, Founder, Chairman & Dean, Great Lakes Institute of Management**, said, *"We are extremely thrilled to host Ms Vinita Bali, Dr Suj Chandrashekar and other inspiring women leaders in today's conference. These women are leaders in their fields and their collective wisdom challenges us all to make the most of our own lives, talents and experiences- in short, to believe in our own power."*



Delivering the inaugural address and talking on personal branding, **Ms. Vinita Bali** said, *"It is time to move beyond gender and talk about competence. There is no men or women today, only results matter."* You can be a leader and still be mediocre. Look for authenticity in leadership, your brand gets created on its own, she added.

Delivering the key note address, **Dr. Suj Chandrasekhar**, remarked, *"Regardless of whether you are in college, seeking a job change or making career shifts, personal brand is critical to your long-term growth. Every one of you here has a brand. You have to figure it out, proactively build on it that will attract opportunities."*

The key note address was followed by a panel discussion on the conference theme. The panel had experts from various fields – Ms. Aarati Krishnan, Editorial Consultant, Hindu Business Line, Ms. Gowri Mukherjee, CMO and Co-founder, Creditmantri, Ms. Mitu Samar, Founder at Eminence and a Reputation Management expert and Ms. Preetha Subramanian, Associate Director at IFMR Capital Finance Private Limited. The panelists shared their experiences and spoke about various ways through which a personal brand can be built.