



**Name:** Swati Khanna

**Designation:** Adjunct Faculty (IBS Business School)

**Teaching Area:** Consumer Behaviour, Marketing Management, Business Studies, Customer Relationship Management, Sales Management, Integrated Marketing Communications, Marketing Strategy, Brand Management, Service Marketing

**Education:** B-Com, MBA (Marketing)

**Professional Experience:**

a. **Industry:** 4 years

**Workshops Conducted:**

- Effective sales management and communication at Al Abdullatif Industrial Investment Company
- Technology and Marketing at Al Abdullatif Industrial Investment Company