

Hooda Soodi
Consultant Partner
Italy



Hooda has had an international business career for over 20 years. She has lived and worked in 4 continents and travelled to more than 50 countries. Her background includes roles as diverse as board member, corporate strategist, financial analyst, sales & marketing director, consultant, facilitator, advisor, and coach.

Her career began in the financial services industry with Fidelity Investments, following her MBA she embarked on a formative period in Silicon Valley. At Applied Materials, a fortune 500 multinational, her responsibilities included serving multiple stakeholders and managing large-scale projects while reporting to the CFO. She conducted due diligence, valuation analysis and market research to validate investment targets as a member of the mergers and acquisitions team. As the global restructuring project lead she actively participated in the forecasting, budgeting, and contingency planning effort across business units.

Interested in more responsibility, accountability and impact, Hooda joined a technology start-up as Director of Product & Business Development, where she helped raise in excess of \$20 million in capital for the start-up venture. She was responsible for the product roadmap and implementation of the strategic direction. She established new business partnerships with media partners such as Sony, Time Warner, and Disney. She closed new business with Microsoft, Intel, CDDDB, Thomson Multimedia, MP3, Intel, etc.

In Italy, Hooda has shifted into the luxury goods market where she has continued to use her expertise in business development, marketing, and sales as a Director.

Hooda's clients come from across the following industries; consulting, financial services, fashion, luxury goods, e-commerce, sporting goods, technology, pharmaceuticals, education and media.