

SATIS 2026 Moderator



Anita Mendiratta|
Founder and President of
Anita Mendiratta & Associates,

As Founder and President of ANITA MENDIRATTA & ASSOCIATES, and with a solid, exemplary client portfolio across the global Tourism, Aviation, Leadership, and Development ecosystem built across over three decades of direct experience working with more than 100 countries, Anita's counsel is sought when clarity, credibility, and calm are most needed. Named one of the "Most Influential Women in Tourism", "Top 25 Inspirational Executives in Travel/Hospitality", "Top 25 Executives to Watch in 2025", and "Top 10 Business Leaders Driving Global Change in 2025", Anita's thought leadership continues to guide leaders at the highest levels with wisdom, empathy, and purpose.

Uniquely, with the world facing ongoing uncertainty, Anita is a firm advocate of strong, sustainable, and deeply human leadership never being more critical. Maintaining exceptionally close and influential relationships with global leaders, Anita brings not only trusted expertise, but a presence that resonates, ensuring leaders are mentally and physically prepared for, and even inspired by, challenges ahead.

Furthermore, she has become a frequent, trusted voice of global media, appearing regularly on BBC, Bloomberg, CNBC, Euronews, Sky News, TRT, ITV, France24, and others offering insightful analysis on leadership in action, crisis response, and the wellbeing challenges leaders face today.

A multi-published author, Anita's latest globally acclaimed, award-winning book, *The Call to Leadership*, explores what it takes to lead with courage, clarity and compassion in times of profound challenge, revealing the inner world of high-level decision-makers.

Anita's trusted presence as an industry leader is magnified through her roles as leadership advisor, Board Member and Lecturer including:

- Special Advisor to the Secretary General, UN Tourism (formerly UNWTO)
- Strategic Resource to the World Bank, World Travel & Tourism Council (WTTC), International Air Transport Association (IATA), Air Transport Action Group (ATAG) and ICCA (International Congress & Convention Association)
- Founding Advisory Board Member, Royal Commission for AlUla, Saudi Arabia (RCU)
- Former Special Advisor to the CEO, Saudi Tourism Authority (STA)
- Executive in Residence, University of Surrey, UK
- Visiting Professor, Cranfield University, UK

In addition, through The Anita Mendiratta Foundation, she supports education access for children in tourism-dependent countries, ensuring global actions deliver local impact.

As a trusted professional Moderator and Facilitator of high-level government, UN, industry, business and academic summits, congresses and special events, whenever and wherever Anita takes the stage, her goal is simple: to lift the room, to elevate confidence, to create connection, and to help leaders see in themselves the courage and conviction to be the steady hand, the strong voice, and the compassionate heart that others can trust.