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BOARD OF DIRECTORS



Neela Pal is a seasoned Marketing Executive - leading organizations in a variety of roles. Most recently, she was Vice President Marketing for Tripadvisor for 6-years where she transformed the company's brand vision and identity and led the global organization in development and execution of creative brand and product marketing strategies and campaigns across 40+ markets.

Prior to joining TripAdvisor, Neela was a Managing Partner at agency Arnold Worldwide for nearly 10 years where she led the Brand and Business Strategy group: Brand Planning, Business Strategy, Communications Planning, Analytics, and User Experience. During her time there, she conducted a variety of strategy and brand marketing projects with leading companies such as CVS, Ocean Spray, Volvo, Fidelity, Carnival Cruise Lines, Talbots, American Eagle, and Citizens Bank. She has also developed proprietary content on brand strategy, including the innovative concept of Sherpa Brands: <https://www.prnewswire.com/news-releases/arnoldworldwide-research-uncovers-sherpa-brands-that-take-consumers-to-new-heights-207694801.html>

After business school, Neela spent time at McKinsey & Company as an engagement manager working on a variety of strategic brand marketing, operations, and financial projects across retail, pharma, and CPG industries. Neela started her career at Procter & Gamble as Brand Manager in their Foods Division.

Neela received her undergraduate degree from the Wharton Business School, University of Pennsylvania. She received her MBA from Harvard Business School. Neela grew up in Westchester, New York but spent her high-school years in Tokyo, Japan. She's an avid traveler, enjoys cooking, and has recently taken back-up Indian Classical Dance. She is also vice-chair of The Park School Board of Trustees.

Neela lives with her husband and three children in Newton, MA.