



I'm Pooja Sibal

Manager-Client Servicing and Brand Management

As Manager- Client Servicing and Brand Management, I work at the intersection of process, creativity and business at Traincraft. I excel at keeping the cogs of the firm running efficiently.

From liaising with clients and learning partners to managing and streamlining budgets, processes and projects, I am known for my rigorous work ethic, excellent communication skills, and head for business.

Having earned my chops in the industry as a marketing professional in various roles with brands such as McDonald's, Aditya Birla Retail Ltd and Pantaloon Retail Ltd, I am keenly aware of the nuances in keeping business processes and budgets streamlined and functioning well. My extensive experience in every aspect of business from financial planning, client servicing, and brand management is what makes me a great associate to the Directors of Traincraft.

My all-encompassing role calls for my skills in problem solving, client and account management, financial management and big doses of my proactive and feisty energy. My eye for detail combined with my overarching focus on Traincraft's vision enables me to understand the big picture as I delve into running Traincraft so the Learning Partners and Directors are free to focus on the life-changing programs that they run.