

Tania Salarvand's Bio

Tania Salarvand is a global business leader with over 20 years of experience working across tech, product, customer experience, marketing, and sales. As Senior EVP of Strategy & Growth at Globant, she works predominantly in the B2B space, partnering with executives across enterprise organizations to meet their business growth objectives and help them innovate. She is also the leader of Globant's Hospitality & Leisure Studio, focused on reinventing the guest, fan, customer, and crew experiences. Her passion is in truly understanding the customer and engaging in seamless and innovative ways to meet their needs. She has worked cross-industry in sports and entertainment, retail, life sciences, financial services, and hospitality.

Tania brings strategic thinking, strong communication skills, and a growth-focused mindset to her role. She enjoys building and developing high-potential, high-performing teams. She is also a mentor and advocate for empowering and growing the next generation of female leaders, especially in technology.

Most recently, Tania was a Managing Director at Thoughtworks where she led and grew the largest region globally. Prior to that, she was the Global Head of Marketing and focused on go-to-market positioning and growth. Prior to Thoughtworks, her career was predominantly in management consulting, starting at Booz Allen Hamilton, where she honed her skills as a business analyst and program manager. She then worked with a boutique consultancy focusing on business models, commercial go-to-market strategies, and operational efficiencies. The common threads in her career have been around growth, strategy, customer experience, innovation, and technology.

Tania graduated from the University of Virginia with a Bachelor's in Economics and Finance and received her Master's from Johns Hopkins University in Management Information Systems. Today, she is married with two children and in her free time, she enjoys traveling, music and dancing, public speaking, mentoring, and a little improv theater!

Hospitality Specific Short:

Tania Salarvand, Senior EVP of Strategy & Growth at Globant, is a global business leader with over 20 years of experience working across marketing, customer experience, sales, and tech. She is also the leader of Globant's Hospitality & Leisure Studio. The intersection of the digital experiences that empower customer behaviors and lead to business outcomes is where she thrives. Within the experiential and hospitality space, she has worked with executives on product innovation, marketing plans, go-to-market strategies, customer journey mapping (integration of the digital and physical), and revenue growth through new business models. She is passionate about creating experiences for guests, fans, and customers that create moments of delight in a seamless, frictionless, and wait-less environment. The common thread in her career has been her passion for how customers think, act,

and feel. Tania brings a diverse viewpoint, passion for creating magical experiences, and customer--obsessed mindset to her role.

Senior EVP, Strategy & Growth:

- Part of executive committee for North America
- Leading a strategic pillar - growth of top focus accounts
- Accountable for our largest global accounts
- Leading the Hospitality & Leisure reinvention studio (including sports & entertainment in NA)

Passion Topics / Themes:

- Guest / Fan / Customer experiences (digital enabling physical)
- Innovation and Inspiration (how to take inspiration from non-obvious places and using that to innovate - mash-ups - e.g., patient care in hospitals with live entertainment)
- People and teams - building teams, creating high-potential teams, servant leadership
- Women in leadership / women in tech