



Sushma Gaikwad

Entrepreneur | TEDx Speaker |
Educationist | Breakthrough Specialist |
Dale Carnegie Trainer | NLP Master Practitioner

Sushma Gaikwad is a multifaceted leader with an inspiring career that spans entrepreneurship, corporate strategy, leadership coaching, and education. With a rich and varied background in experiential communication, corporate identity, and neuro-linguistic programming (NLP), she is a sought-after expert in her fields.

Pioneering in Media and Corporate Identity

Sushma began her professional journey during her education, entering the luxury industry and soon transitioning into media as an Experiential Specialist. At a time when the media and entertainment industry was in its infancy, she emerged as one of the first few women in the field. She worked with top event agencies and industry pioneers for over five years, making a significant impact early on.

In 1997, Sushma ventured into Corporate Identity Implementation with Sista's and Wolf-Olin's in the UK, where she contributed to designing and implementing the corporate identity for the TATA brand, a major milestone in her career.

Entrepreneurial Ventures

In 2000, Sushma co-founded Ice Global, a premium experiential communication agency. For over two decades, she has led a team that specializes in creating experiential strategies for global brands and large conglomerates. Her work spans corporate identity, event management solutions, and innovative experiential initiatives that have set industry benchmarks.

Driven by a desire to help others unlock their potential, Sushma expanded her entrepreneurial pursuits to include Learning & Development. Over the past decade, she has coached professionals and senior management, using experiential and neuro-linguistic techniques to enhance their skills, mindset, and leadership presence. Her work as a Breakthrough Coach has influenced the lives of numerous CEOs and industry leaders.

Media Education & Thought Leadership

Her passion for education led her to co-found a premium Media and Entertainment Institute aimed at grooming the next generation of professionals. As an educationist, she sits on the Academic Councils and Boards of Studies of several prestigious universities across India, shaping the future of media education.

Sushma's influence extends beyond her entrepreneurial ventures. She is a sought-after motivational and industry speaker, having addressed prestigious organizations, and a regular feature columnist in leading media and entertainment publications, where she shares her insights on best practices and trends.

Industry Leadership & Initiatives

Sushma Gaikwad plays a pivotal role in shaping the media and skilling industry, particularly through her leadership in key industry bodies:

Chairperson, We Care (E&M):

Leading efforts to drive inclusivity and equal opportunities within the media industry.

Governing Council Member, Media & Entertainment Skills Council:

Working under the Ministry of Skill Development and Entrepreneurship, focusing on bridging skill gaps in the sector.

Council Member, FICCI Skill&D Committee:

Contributing to national skilling initiatives aimed at empowering the workforce, especially in media and entertainment.

Awards and Recognition

Sushma has been honored with numerous prestigious accolades, including:

- Economic Times Panache Women of the Year
- Bharat Nirman Award for Entrepreneur of the Year

These awards reflect her tireless commitment to excellence, innovation, and leadership.



Vision & Future Aspirations

Sushma continues to dream big, pushing boundaries to create meaningful and transformational impact in the fields of Learning & Development and Media & Entertainment Education. Her work stands as a testament to her dedication to driving change and empowering individuals to reach their highest potential.

