

**Supriya Goswami  
Head of Marketing, Whatfix**Supriya Goswami is the Head of Marketing at Whatfix. She oversees the go-to-market strategic direction and solution marketing portfolios. Based in the U.S., she drives the company’s transformation strategy to establish category leadership. Supriya is responsible for brand and content marketing in addition to the product marketing charter.  
  
Supriya has close to two decades of experience in marketing and HR, with global experience spanning the U.S., Europe, Asia, and India.

She is passionate about digital transformation, building brands, and driving integrated marketing campaigns while working collaboratively across sales, product, and technology teams. Prior to Whatfix, Supriya was the VP & Global Head of Marketing at InMobi and led teams at Adobe, Aon, and Wipro Technologies  
  
Educational Qualifications: MBA, INSEAD | Fontainebleau, France​​  
  
Personal Philosophy: Supriya’s philosophy is built on the principles of a Zen Buddhism concept, called Shoshin i.e. a beginner's mindset. Shoshin is all about having an attitude of openness to possibilities, eagerness, and a lack of preconceptions, resulting in a willingness to keep learning.