

## Richa Sharma, Director, Marketing & Development, Chr Hansen India

Richa has rich experience in sales and marketing for more than 25 years across various industry. She has been associated with Chr.Hansen for about 12+ years and has been closely working with various customers across the segments.

She has spearheaded many projects in building categories along with her team to support the drive of industrialisation within the fermented milk products in India and India subcontinents.

“ Cracking the Code ” by understanding the consumer insights and deploying the local strategy, having an entrepreneurial mindset has been her strength. One of the great achievement has been tapping the micro dairies with solution and sharing the best practices to improve the overall quality.