

Sravanti Ivaturi

Marketing, Branding & Communications Leader



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[LinkedIn Profile](#)

Dynamic and result-driven Communications and Employer Branding Leader with over 12 years of progressive experience across corporate communications, public affairs, executive content, brand strategy, public relations, change management, and social media. Currently leading Communications as a **Program Leader** at R1 RCM, a storyteller at heart with project management expertise, I anticipate challenges, identify opportunities, and mobilize cross-functional teams to build and sustain brand trust and cultural coherence. Adept at simplifying complex change scenarios into clear, actionable strategies, I position leadership voices, influence favorable policy directions, and drive engagement through inclusive storytelling. Proven success in healthcare, financial services, and consulting sectors.

Professional Experience

Program Leader (AVP) – Marketing, Branding, Communications & Change Management, R1 RCM, Gurgaon | Sep 2019 – Present

- Led development and rollout of communication strategies that support **public affairs, brand positioning, and reputation management** in alignment with regulatory shifts and business priorities.
- Built and nurtured strong relationships with key external stakeholders including **PR agencies, industry experts, influencers, and associations**, and advocacy groups to drive aligned messaging and thought leadership.
- **Anticipated regulatory and reputational risks**, developed proactive communication frameworks to navigate complex environments, and drove internal readiness initiatives.
- Orchestrated **cross-functional alignment** by working across Legal, Compliance, HR, Technology, and Operations to ensure timely, consistent communication during transformation programs (e.g., Workday, Re-Branding, Job Architecture).
- Drove **thought leadership** by ghostwriting leadership blogs (internal), and industry commentary (external), resulting in increased media traction and executive visibility.
- Translated **complex organizational changes** into simplified, employee-friendly messaging cascades that built trust, improved change acceptance, and minimized resistance.
- Represented the India communications function in **global strategic forums**, helping shape narratives that elevate the India growth story in front of global executives. Drive end-to-end **Corporate Communications Strategy** for India.
- Spearhead **public relations** and media engagement through close coordination with PR agencies, resulting in enhanced brand visibility.
- Manage partnerships with external organizations like NASSCOM, creative agencies, and event partners to deliver seamless campaigns.

What I Do Best:

- ✓ Specialize in crafting strategic narratives that influence outcomes, shape perceptions, and drive alignment across government, industry, and organizational ecosystems.
- ✓ Craft leadership narratives and executive communications that inspire and engage
- ✓ Lead change communications for large-scale transformation programs
- ✓ Strong inter-personal, collaboration skills for public relations and media engagement to enhance brand visibility
- ✓ Manage cross-functional teams, agencies, and global stakeholders with agility

Core Skills

- Corporate & Executive Communications
- Thought Leadership & Employer Branding
- Strategic Content & Storytelling
- Stakeholder & Vendor Management
- Project Management & Agile Execution
- Change Management & Communication
- Public Relations & Media Management
- Leadership Communication & Executive Positioning
- Social Media Strategy & Analytics
- Campaign & Event Management (Global & APAC Scale)

Key Achievements:

- Winner of multiple R1 Excellence Awards (2020-2025) for leadership in communications and branding.
- Successfully led communication strategy for India location launches, achieving significant media coverage.
- Elevated internal brand presence through social media and internal activations

Manager – Corporate Communications, Rodic Consultants Pvt Ltd, New Delhi

Jan 2019 – Sep 2019

- Led internal and external communications across 8 regional offices and multiple project sites.
- Developed social media strategy, significantly improving organic engagement and brand awareness.
- Acted as lead content editor for newsletters, bulletins, and corporate website.
- Directed PR, government agencies, media relations, and new media opportunities to strengthen market positioning.
- Managed and executed large-scale events and internal engagement programs.

Assistant Manager – Public Affairs & Communications, American Express, Gurgaon

Aug 2013 – Dec 2018

- Created executive communications for India CEO and senior leaders.
- Designed and led employee engagement campaigns across JAPA region (Japan, Asia Pacific).
- Managed internal media publications, newsletters, and intranet content.
- Organized high-profile employee events, town halls, and CSR initiatives.
- Handled global servicing group (GSG) leadership communications and change initiatives.

Process Associate (Engagement & Events Lead), Genpact, Hyderabad

Jul 2007 – Jun 2011

- Led employee engagement workstreams in partnership with HR and operations.
- Executed business town halls, cultural programs, and employee recognition events.
- Supported finance & accounting clients with account receivables management.

Education

- **Emerging Leaders Development Program** – IIM Indore (2021)
- **FPM, Branding & Strategy** (Pursuing) – Jaipuria Institute of Management (2021 Batch)
- **PGDM, Finance & Marketing** – Jaipuria Institute of Management (2013)
- **[B.Com](#) (Computers)** – Osmania University (2010)

Accomplishments

- **R1 Stars Excellence Award 2022** | Media Coverage & New Location Launches
- **R1 Get Connected Leadership Awards** (2020 & 2021)
- **Superhero Award (Covid Support)** – R1 Global (2021)
- **Platinum & Gold Awards** – American Express (2016-2018)
- **India Leadership Team Recognition** – CSR Execution (2016)

Personal Details

- Date of Birth: 3 Jan 1988
- Location: New Delhi, India