

# PROFILE ROSHNI BARONIA

## TITLE/BYLINE

Roshni Baronia is a Sales Strategist and Consultant for women entrepreneurs and author of E-book 5 Secrets: How to Revolutionize your Sales Mindset to build a successful business

## SHORT BIO

Roshni Baronia is a Sales Strategist and Consultant for women entrepreneurs helping them grow their business sustainably and acquire selling skills that they simply love. As a startup enthusiast, she believes in the rising power of females as business owners and looks towards them as the next big opportunity and not the minority in the room.

## LONG BIO

Roshni Baronia is a Sales Strategist and Consultant helping women entrepreneurs grow their business sustainably. There are many passionate women who after a career break, maternity break or an accomplished corporate career want to hit the road of entrepreneurship. Roshni is the go-to-person for these assertive women to handhold them through their business plan and growth roadmap.

As an entrepreneur, she has been in the e-commerce space with her venture LittleCharms.net doing personalized products for kids of 2-12 years of age. Backed by strong digital marketing and customer-centric approach, Roshni led her venture successfully for 6 years before exiting it in 2016.

With her intent to work with the focus-group of women entrepreneurs she led a social enterprise as the Director of Entrepreneurship where she worked with underserved women from urban villages of Gurgaon skilling them to launch their micro-business. She is also currently working as a Business Head with a leading women-centric digital media firm which is fostering entrepreneurship, leadership, networking, and support amongst the community.

Roshni is originally from the marble-city of Jabalpur before she moved to Gurgaon in 2002. She is a science graduate and did her fashion designing from NIFT Delhi in the year 2000. She has also done courses on graphic designing, digital marketing, entrepreneurship (EDII Ahmedabad) and project management (University of Irvine). Roshni loves meeting people, traveling to beaches and pestering her teenager son!

# CONTACT INFORMATION

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# SOCIALS

Linkedin:

<https://www.linkedin.com/in/roshnibaronia/>

Twitter:

<https://twitter.com/RoshniBaronia>

Facebook:

<https://www.facebook.com/roshni.baronia>

Instagram:

[https://www.instagram.com/roshni\\_baronia/](https://www.instagram.com/roshni_baronia/)

Company name - RB Consulting

Company Logo -

The logo for RoshniBaronia features the company name in a bold, black, sans-serif font. The word "Roshni" is on the left and "Baronia" is on the right. A thin, orange circular line is positioned behind the text, starting from the right side of "Baronia" and curving around to the left side of "Roshni".

**RoshniBaronia**