

## **Employer Branding**

Rangapriya Goutham is an alumnus of Indian Institute of Management, Bangalore and heads the Marketing & Operations Advisory at Virginia Tech India. She has over 15 years of Senior Management experience in large Corporates. She was associated with three leading educational Institutions in India – Swarnabhoomi Academic Institutions, Aptech Computer Education and Tata Infotech, creating significant brand equity in a short span of time for these companies.

She delivered a lecture on 20<sup>th</sup> October 2017 for the PG Diploma in Human Resource Management students. She spoke about employer branding and the ways to create branding. She also spoke on different companies devise communication strategy to reflect their vision and culture. She finally spoke about the role of social media in employer branding.

Class representative Joel gave the welcome address. Course Coordinator Mr. Prasanna, senior manager, Mafoi presented the guest with a memento and a book.