



Sruti Pegatraju
Consultant, APAC Consulting

Background

Sruti is a consultant at Forrester who leads and delivers custom content solutions for clients across Asia Pacific. Sruti primarily works across custom research projects and business value reporting with financial modeling and data analysis tools. As a content marketing enthusiast, Sruti truly believes in the impact the right content strategy can have on brands and their client engagement. She takes a client-focused approach to the ideation and delivery of projects, ensuring that the custom solutions delivered align with the clients' broader business objectives.

Education

Sruti has a bachelor's degree in banking and finance from the University of London.

Previous Work Experience

Prior to joining Forrester, Sruti held a variety of roles that shaped her understanding of the power of content marketing. Her most recent role involved setting up and managing the content and user engagement practice for TeamStreamz, a tech startup focusing on sales enablement. She also worked as a program manager at The Economist Group, managing global thought leadership programs with a focus on client-branded content strategy.

Before that, Sruti was the Asia editor of global trade publication Private Banker International, focusing on financial markets and wealth management trends in the region while also conceptualizing and delivering custom events and content pertinent to the financial industry.