



THE ROLE OF MALE ALLIES IN ADVANCING WOMEN'S LEADERSHIP IN MARKETING

Neha Sethi, Chief Marketing Officer, TP - India and ANZ

Neha is a dynamic marketing and communications leader with two decades of experience, specializing in digital marketing, brand strategy, and DEI initiatives. Recognized globally for excellence, she combines innovation, data-driven insights, and storytelling to build impactful brands and foster inclusive, transformative workplace cultures.

In an insightful interaction with Women Entrepreneurs Review Magazine, Neha shared her insights on the evolving role of women in marketing strategy, integrating gender perspectives in brand building, the importance of male allies, and fostering mentorship and cross-gender collaboration within marketing leadership teams.

How has women's role in marketing strategy evolved over the past decade? How do you ensure that gender perspectives are integrated into brand strategy?

Understanding the consumer has always been at the heart of marketing. Today, with women driving 70-80 percent of purchasing decisions, it's interesting to see how their influence on marketing strategies have skyrocketed. But I believe that the real shift is not only about this updated gender representation; it also encompasses the overall marketing strategy that is more data-driven, experience-led, and insight-powered. The best strategies go beyond demographics and focus on psychographics, behaviors, and real-time engagement.

Integrating diverse perspectives, whether based on gender, geography, or generational



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shifts, makes the marketing strategy more impactful and authentic. Brands that create inclusive, experience-driven narratives see better customer loyalty and growth. The key is to avoid a one-size-fits-all messaging. Whether it's B2C or B2B, the future of marketing is about understanding the real decision-making patterns and designing go-to-market strategies that resonate with human needs. The goal is

to build brands that aren't just seen or heard but truly understood.

You've been actively involved in programs where men mentor women. How can male leaders serve as allies in advancing women's leadership? How does this translate into your marketing strategies?

Great leadership isn't about gender – it's about perspective. In my experience, the best mentors – regardless of gender – are the ones who lift others up, challenge outdated thinking and focus on talent over labels. In marketing, this means bringing together diverse viewpoints to create campaigns that are both strategically sound and culturally relevant.

Studies have shown that companies with balanced leadership teams outperform those without, proving that mentorship is not just about closing gaps, and it is about creating sustainable growth. Male leaders play a crucial role as allies when they actively sponsor talent, challenge biases in decision-making, and encourage diverse leadership voices at the table.

There's no denying that balanced leadership doesn't just shape workplace culture – it shapes strategy. When diverse voices are at the table, brand narratives feel real, not forced. It's not about ticking boxes; it's about creating campaigns that connect. The best marketing isn't just inclusive – it's built on true collaboration. And that's what drives real impact.

How do you ensure that women are represented authentically in your brand's narrative, especially when the brand has a global and diverse consumer base?

Marketing today isn't just about selling a product or service – it's about storytelling that drives connection. And the real challenge is making representation feel authentic, not performative. With a global consumer base, brands need to move beyond outdated segmentation and tap into real-time data, cultural intelligence, and behavioral insights. That's how you shape narratives that truly resonate.

Consumers buy from brands that align with their values. This means representation needs to be intentional, rooted in consumer realities, and aligned with the business objectives. Whether it's a financial services firm or a tech brand, the key is to frame messaging in ways that are aspirational yet relatable. Ultimately, authenticity in marketing is not about highlighting one group over the other, it is about

creating a brand voice that is reflective of the customers it serves. In a world driven by experiences, the best brands don't just include people – they immerse them.

As a senior marketing leader, how do you build a strong brand voice that empowers women within your company and beyond? What challenges have you faced in this space? How did you overcome them?

A brand's voice is a reflection of its leadership. Internally, strong leadership fosters a culture of clarity, innovation, and accountability. Externally, this translates into a brand that communicates with confidence, purpose, and consistency, the challenge is in ensuring that both are aligned!

Marketing leaders have the unique responsibility of shaping narratives, not just for the clients but also within the organization. The best brands are the ones where employees believe in the same story that is being told to the market. This is not about empowerment as a corporate theme, it is a strategic approach to building a work culture where strong ideas thrive, where leadership is defined by expertise, and where the brand's external promise is reinforced by its internal reality.

When leadership and brand voice move as one, marketing stops being a department – it becomes a competitive advantage. The key to achieve this the leadership and the brand voice are in complete sync to make marketing a force that drives engagement, loyalty and long-term positive business impact.

How does mentorship and cross-gender collaboration aids in the development of leadership within marketing teams, particularly for women? How do you encourage these dynamics?

Marketing thrives on diversity; we have established that firmly by now. A well-balanced team is not necessarily the one that checks diversity boxes; it is one where different perspectives shape better decision-making, stronger campaigns, and more dynamic problem-solving.

At TP, we drive cross-gender and cross-cultural collaborations by driving certain initiatives that celebrate the diversity and uniqueness of our employees and each individual, at every level.

Mentorship is absolutely essential in this. When leadership is accessible, when insights are shared across levels, and when talent is nurtured based



on ability rather than background, the result is an organization that is more adaptive, resilient, and innovative.

Cross-gender collaboration is equally important. Marketing is about understanding people, and that requires a multi-dimensional view of consumer behavior. The most effective strategies are born from teams that leverage their diverse perspectives to create stronger, more comprehensive approaches. In marketing, success transcends mere data, creativity, or execution; it is fundamentally about the synergy within a team, and their ability to transform insights into powerful, tangible results.

How do you integrate social impact initiatives into your marketing efforts, particularly those aimed at empowering women? Can you discuss any campaigns where the focus on women's empowerment has resonated deeply with your audience?

For us at TP, marketing isn't about selling and business opportunities, it's about building a brand that our clients can trust and connect with. We are the trusted partner for our clients for over four decades. TP is known for

agility, creating real connections and combining the latest technology with human empathy. Our people are our real strength. We care for our people and believe in the force of good and giving back to the community we operate in.

Social impact, when integrated into marketing, isn't a campaign; it's a commitment. Clients expect brands to stand for something beyond their services and the most successful brands are the ones that do this with sincerity and consistency.

Impact-driven marketing means nothing without action. Talking is easy, real change happens when brands step up. Whether through community programs, skill-building initiatives or business decisions that create real opportunities, impact must be built into the way we operate, not treated as an afterthought.

At TP, one of the most impactful social campaigns that we led was about equipping women with skills and digital tools to launch their own businesses, creating lasting economic change for them, their families and their communities. When social impact is woven into a company's DNA, it stops being a marketing strategy, it becomes a movement. Because, we believe, each interaction matters. [WER](#)