

**Usha Arora****Co-Founder and Director**

A successful 18 year veteran of the human capital industry, Usha is one of the Director's of HR Anexi. She specializes in executive level assignments for clients ranging from privately held emerging companies to firms listed in the Fortune 500. Usha is known for her rapid search execution, broad network of industry contacts and precise assessment of cultural fit. She leverages her immense knowledge and experience from across industries to bring the best in-class talent mapping, head hunting and profiling strategies to clients.

In HR Anexi, Usha has launched an exclusive executive search practice; *PowerChorrd* and continues to leverage her vast skills and knowledge to add value to clients.

**Professional Background:**

Usha was one of the founding members in the consulting media practice for 'SearchWorks' in India, and played a key role in growing the business. Before this she was responsible extensively for client development and management, project delivery, business and practice development with various firms.

Usha has held key leadership positions in Sales and Marketing with several Media companies. Usha launched *PowerChorrd* - an exclusive *Executive Search* firm and as its founder Director where she continues to leverage her vast skills and knowledge to add value to clients.

**Education and Credentials:**

Usha holds a bachelor's degree in Psychology from Osmania University. She is certified in travel and airline management; a degree from the University of Mumbai.