

# Sucheta Rawal

Global Travel Expert - Keynote Speaker

## Biography

Sucheta Rawal is a travel expert with a mission to raise awareness of the world through meaningful travel and cultural understanding. Drawing from her own experience of traveling to 100+ countries across 7 continents, Sucheta speaks to businesses in the travel industry on how to make travel sustainable, accessible, and profitable. As a travel writer, she has strong relationships with travel providers and understands current trends in the industry. She reaches over half a billion readers worldwide.

Her passion for travel shines through in her ventures. She founded Go Eat Give, a nonprofit that promotes cross-cultural understanding through travel, food, and volunteerism. She has also authored 'Beato Goes To,' a series of children's illustrated books on travel that inspire young readers to learn about different countries and cultures.

## Topics

Sucheta's areas of expertise include **sustainable travel and profitability, trends in food and travel, brand differentiation and marketing, disaster recovery, cultural intelligence, educating and empowering consumers.**

With 20+ years of experience in the industry, Sucheta has spoken at The New York Times Travel Shows, World Economic Forum, United Nations, International Pow Wow, Governor's Tourism Conferences, Coca Cola Co., Delta Air Lines, international consulates, book festivals, as well as universities and schools across the world.

## Size of her Audience



12K readers



4K followers



20K followers



2K followers



8K network



700K views



## What Others Are Saying

*"Although the focused features were well known celebrities, the presentation that stood out the most to me was by Sucheta Rawal. She raised awareness and explained how to experience the true culture of a country through "Volunteering vacations."*

**- Tiffanie Kendrick, Washington DC Travel Adventure Show**

*"Such a joy to work with Sucheta. She is insightful and personable and can ask even the toughest questions in such a way that encourages a response. Smart and responsive, she is a great thinker and storyteller in today's travel industry."*

**- Melendy Britt, Executive VP at Klick X**

*"Sucheta's vast experience traveling the world and engaging with many different cultures is one of the reasons we invited her to speak at our 40th Anniversary World Conference in Manchester, U.K.. I would highly recommend Sucheta...I am confident your audience will leave feeling more knowledgeable about the world around them and ready to travel themselves!"*

**- Jeremi Snook, CEO of Friendship Force International**

*"Sucheta is an outstanding person and a great gift for everyone who gets in touch with her. Her dedication to people in need, her passion for traveling, and her love of children is amazing. Her books for children are inspiring and a great introduction to different customs and cultures."*

**- Gundie Jahn-Held, Chair of Intl Women's Association**

## Book Sucheta Today!

Email: [jessa@goeatgive.com](mailto:jessa@goeatgive.com)

Website: [suchetarawal.com/contact](http://suchetarawal.com/contact)





## As Seen On:



## Sucheta Works With:

- Destinations
- Policy Makers
- Corporations
- Consumers
- Non Profits
- Travel Trade Organizations
- Travel Communities

## Sample Videos

Consulate of Brazil



NY Times Travel Show



## Available for:

- Keynote Speaking
- Panel Discussions
- Consulting
- Book Reading & Signing

Email:

<https://suchetarawal.com/>  
<https://goeatgive.com/>  
<https://beatogoesto.com/>

Facebook:

<https://facebook.com/sucheta.rawal/>

LinkedIn:

<https://linkedin.com/in/suchetarawal/>

Twitter:

<https://twitter.com/SuchetaRawal/>

Instagram:

<https://instagram.com/suchetarawal/>

## Keynotes

**Sustainable Travel:** Be a force for positive change, inspire travels to learn about your product or destination, and differential your brand. Sucheta shares industry best practices and firsthand observations relevant to your business.

**Branding Destinations:** As destinations compete to attract travelers in a highly competitive world, Sucheta teach destinations, airlines, hotels, and PR agents on how to effectively work with media to attract new audiences while standing out above the rest.

**Travel Trends:** In this constantly changing world, stay abreast of innovative food, drink and travel needs, issues and opportunities. Sucheta catches you up to speed on consumer demands to ensure your organization is prepared for the future.

**Breaking The Corporate Mold:** In this inspiring talk, Sucheta shares her personal journey of being a South Asian female who left a lucrative investment banking career to pursue her dreams without giving up finance success.

## Member of:



North American  
Travel Journalists  
Association



Society of  
Children's Book Writer  
and Illustrators

## Book Sucheta Today!

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## DISCOVER BHUTAN'S WAY TO HAPPINESS AND PROSPERITY

How do you measure success in your personal or professional life? Is it by the wealth you create or the goals you achieved? Discover the Bhutanese Way to Happiness and Prosperity.

Gross National Happiness (GNH) is a unique approach that the small Himalayan kingdom, Bhutan, is using to measure progress and development for the country and its people.

For decades, countries have used Gross Domestic Product (GDP) as a measure of their progress and development. However, the people in these high GDP countries are not always happy. Bhutan has taken a unique approach by prioritizing Gross National Happiness (GNH) as the tool to transform the future generation and as basis of decision-making in governance.

Watch [this video](#) of a politician-turned-monk as he shares his insights and personal experiences in pursuing happiness through GNH. He defined GNH as "the inner qualities of human being." "It is actually balancing the material and spiritual being of an individual. It is not about the consumption, but it is connecting with the nature, living in our own wisdom and value, and serving others", he stated.

Implementing GNH can also be helpful to companies in managing their own businesses. By prioritizing the well-being and happiness of their employees and customers, companies can create a more positive and productive work environment.





## **DO YOU KNOW WHAT'S THE LEAST UTILIZED ASSET IN YOUR ORGANIZATION?**

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Did you know that companies with more women in leadership positions tend to have better financial performance, lower costs, and higher customer satisfaction? In fact, according to the "Delivering through Diversity" report by McKinsey & Company which analyzed data from over 1000 companies across 12 countries, companies with gender-diverse leadership teams are 21% more likely to outperform their competitors.

In Botswana, a safari game lodge was able to achieve a five-star hotel rating, gained an increase in positive reviews and a decrease in overhead expenses by recruiting an all-women guide team. [Read Sucheta's interview](#) with NatGeo Innovator of the Year, Florence Kagiso in AFAR...

It's time for organizations to take advantage of the unique set of emotional and intuitional intelligence that women bring to work, even to workplaces that are traditionally classified as male dominant. By doing so, you can unlock the full potential of you workforce, improve your bottom line, and contribute to a more sustainable and equitable world.





# THE FUTURE OF SUSTAINABLE SPIRITS

Sustainability is a major challenge for the beverage industry due to issues such as waste production, employment practices, ingredients and by-products. According to a report by the Glass Packaging Institute, glass bottles have an average recycling rate of 33.1% in the United States, which is higher than the overall recycling rate for all materials (25%). However, there is still room for improvement, and the beverage industry can work to increase glass recycling rates even further by promoting and investing in glass recycling infrastructure.

Another issue facing the industry is employment practices. Women make up nearly half of the global beverage workforce, but there are concerns about low wages, poor working conditions, and child labor. Beverage companies can take steps to improve working conditions, wages, and benefits for their workers, particularly in developing countries.

By-products are another area where the industry can make strides towards sustainability. Spent grains from beer brewing and fruit pulp from juice production are two examples of by-products that can be repurposed. There are also emerging technologies that can convert beverage industry by-products into new products, such as biofuels and bioplastics.

Many ingredients used in beverage production, such as sugar, cocoa and coffee, are associated with environmental and social issues such as deforestation, soil degradation, and poor working conditions. Therefore, sustainability of beverage ingredients is another major challenge facing the industry.

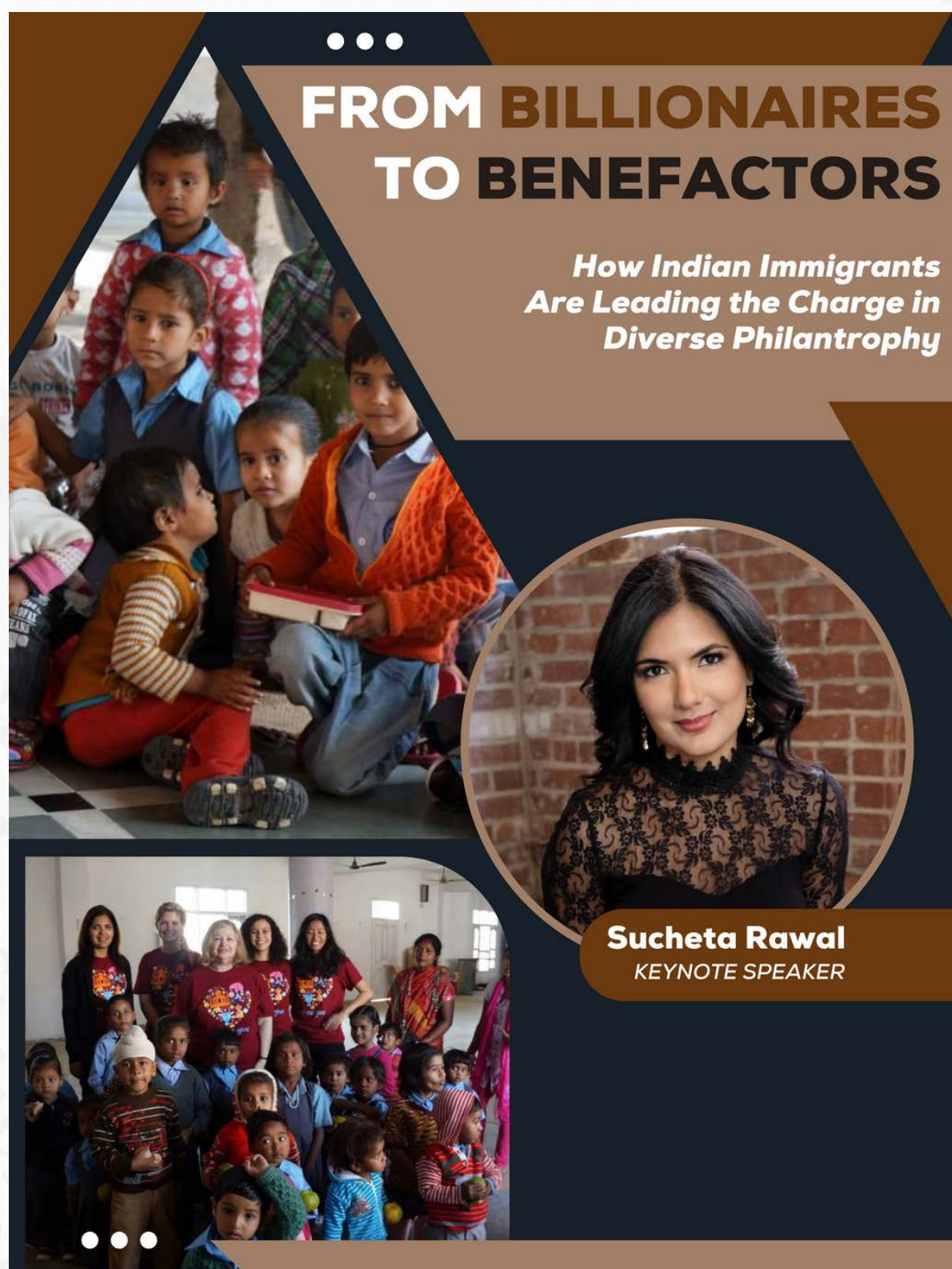
The story of the famous tequila distiller from the town of Tequila, Mexico and their charitable arm, Mundo Cuervo Fundación Beckmann is an inspiring example of how sustainability can create lasting impact while preserving cultural traditions and protecting the environment. By maximizing the utilization of the agave plant, the foundation provided women in the community with a valuable source of income, helps address poverty and reuses glass bottles and byproducts.

For CNN, Sucheta Rawal got aboard the Tequila Train and went behind the scenes of the blue agave fields to meet the jimadors. She dined at the homes of the women who are keeping alive the local traditions and have created innovative crafts around the spirits industry.

In her keynote, sustainability expert, Sucheta Rawal talks about how the beverage industry can use innovative ways to make a positive impact on the environment and society, while increasing sales and brand values.



# FROM BILLIONAIRES TO BENEFACTORS: HOW INDIAN IMMIGRANTS ARE LEADING THE CHARGE IN DIVERSE PHILANTHROPY



Did you know that Indians make up a 5.1% of the world's billionaires? In fact, according to Forbes, 140 of the world's 2,755 billionaires are of Indian origin. While these individuals have amassed vast wealth, can we encourage the world's richest people to give back to their communities and support causes they care about?

This question is particularly relevant in light of the growing trend towards diversity and inclusion in philanthropy. As our world becomes more interconnected, it is essential that our giving reflects this reality. We need to ensure that everyone, regardless of their background, has the opportunity to participate in and benefit from philanthropy.

This is where immigrant communities in the USA come in. In a recent article, Asian-American journalist, Sucheta Rawal wrote that immigrants, particularly those from countries like India, have a unique perspective on the importance of giving back to their adopted country.

She summarized that, while traditionally, giving hasn't been a big part of Indian culture, this is changing. Causes such as civic engagement, rural development, climate change, hunger, and Black Lives Matter are resonating with Indian immigrants. Charitable donations among Indian-Americans have grown by 24% over the past ten years, with education and religious causes being the most popular.

With the increasing wealth of Indians and Indian-Americans, there is an opportunity to make a significant difference in society through philanthropy. However, it's not just about the amount of money donated, but how that money is used to create meaningful change. To encourage wealthy individuals to give back to their communities, it's crucial to create opportunities for them to connect with local causes and organizations. This is where Sucheta Rawal, award-winning writer, speaker and founder of the nonprofit, Go Eat Give, comes in.

Based on her multi-ethnic background, investigative journalism experience, and work in philanthropy, Sucheta offers meaningful insights about the trends and patterns of charitable giving among immigrants in the USA, with tactical ways to promote philanthropy.





## SECRETS OF JAPANESE SAMURAI THAT CAN MAKE YOU A POWERFUL LEADER

In a study published in the World Journal of Social Science Research, traditional leadership skills from the 19th and 20th centuries are no longer applicable in today's work environment. This has caused senior leaders to feel that they don't have the capacity to meet the demands of their work, consequently causing work stress and inefficiency in the organization.

However, some Japanese business men and women have found an unconventional way to become a corporate samurai! Keynote speaker Sucheta Rawal can share these transformative lessons of Yamabushi aka forest training to the boardroom and help you as a leader feel more empowered to manage your own self and others. Sucheta herself trained with a 13th generation master in Japan whose family trained the samurai on how to survive and fight in all circumstances, and is now using the same techniques to help corporate leaders. Hear about Sucheta's powerful experience and get ready to overcome today's challenges using ancient Japanese techniques.

Sucheta published articles about this on [Fodor's Travel](#) and [Travel+Leisure](#).

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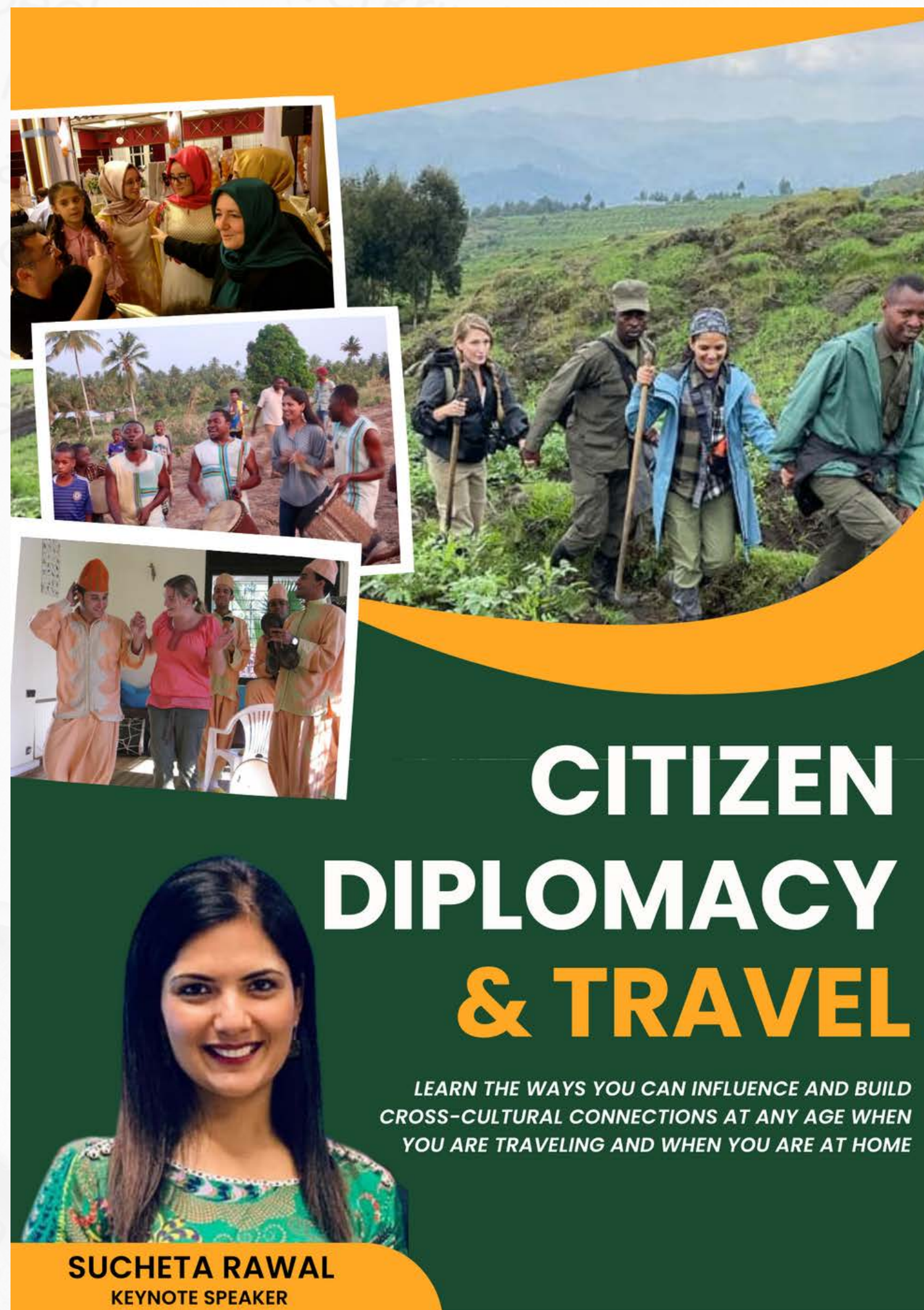
## HOW FOOD CONNECTS PEOPLE ACROSS CULTURE

Food has the power to connect people from different backgrounds, cultures, and beliefs. It plays a significant role in bringing people together and breaking down barriers. Sucheta Rawal, an award-winning food and travel writer, has experienced this firsthand in her travel to over 100 countries. Sucheta has been able to connect with people from all walks of life because of a single common denominator - food. She has shared meals with locals in remote villages, tasted traditional dishes at family gatherings, and experienced culinary traditions that have been passed down through generations.

Find out how sharing food with others allows us to learn about different cultures, traditions, and histories. You can too connect with people on a personal level and break down cultural and political barriers simply by enjoying a great meal together. Using the language of food, you can better understand and develop empathy for people from different cultures.

For Sucheta, food is not just about satisfying hunger; it is about experiencing new flavors, learning about different cultures, and connecting with people. Her stories of breaking bread with citizens around the world are a testament to the power of food in bringing people together and bridging cultural divides.





## CITIZEN DIPLOMACY & TRAVEL

As travelers, we have a unique opportunity to represent not only ourselves but also our countries, cultures, and beliefs. This concept is at the heart of citizen diplomacy, which involves individuals building relationships and promoting mutual understanding across borders. Sucheta Rawal, the founder of the Atlanta-based nonprofit Go Eat Give, is a passionate advocate for citizen diplomacy and has traveled extensively to promote cross-cultural connections. Sucheta believes that by connecting people from different cultures and backgrounds, we can create a more compassionate and understanding world.

Sucheta Rawal shares her personal experiences from living in two countries and traveling to over 100. She discusses the many ways in which travelers can influence and build cross-cultural connections at any age, both while traveling and when they are back home. By engaging with locals, trying new foods, and learning about different cultures, travelers can break down barriers and promote a more peaceful world.

Citizen diplomacy is an essential aspect of travel, and we all have a responsibility to represent our countries and promote cross-cultural connections. Sucheta Rawal's experiences and insights are a valuable resource for anyone interested in exploring the world and building relationships with people from different cultures and backgrounds.