

When LinkedIn recommendations come in handy:

"I have known and worked with Vani for more than 8 years now. Vani is a professional journalist, she started up the Publishing Unit at Adabisc and developed the department in a successful and methodical way. She is a communication professional and a problem solver. Vani handles matters in a planned and professional manner. I am confident that Vani conveys her know how and experience to her team. It has been a great pleasure for me to work with her."

— Viviane Sarkis, Director of Public Relations, Adabisc Future Qatar, worked with Vani at ADabisc Future Qatar

"I was fortunate enough to work with Vani for the launch and early issues of JustHere. She was a very supportive Editor who took the time to outline the vision for the publication and how she wanted it to have a different look and feel to other content in Qatar. Vani was open to ideas for new formats and features, as well as understanding of the demands of the "day job" on submission deadlines. I look forward to working with her again in the future."

— Damian Radcliffe, Honorary Research Fellow, Cardiff University: School of Journalism, Media and Cultural Studies, reported to Vani at ADabisc Future Qatar

"I had met Vani via Twitter to propose for a column about Technology. Always enthusiastic and eager to try out new things, she is a very open minded and an approachable editor. She helped me carve out a series of Digital and Technology related articles for the Qatar Today magazine. She is also one of the finest bloggers who has a distinct way of highlighting various topics and issues on her personal blog."

— Kapil Bhatia, Online Business and Technology Columnist, Qatar Today Magazine, was with another company when working with Vani at Oryx Advertising WLL

""I would say Vani is the best Editor I've worked with so far . Working with her is always a challenge, I have to race along with her to give the best designs, but it always gave me positive energy and new perception

towards my work and my designing. Working with Vani is not just a day to day job, it's far beyond that. You will learn things... gain Knowledge... always ready for challenges... When it comes to encouragement and support, she fights for you and she fights with you to get the best result out of you. At the same time she explains what exactly she likes in your work and what's not. So it always helps you to give the best out of you. She is best at work, best boss and best human being.... I will always look-forward to work with Vani..."

— Venkat Marri, Art Director, Oryx Advertising Co, reported to Vani at Oryx Advertising WLL

"I know Vani since October 2009. Vani was then managing editor at Oryx Advertising Co. WLL. Vani takes her interests beyond work and is very engaged in the community. Among other things, she organized and managed the Doha Green and Sustainability Summit, by QatarToday, from 2009 to 2011. The mission of the Doha Green & Sustainability Summit was to assist business leaders, thinkers and opinion shapers to be a catalyst for change towards sustainable development. Vani has an impressive capacity for research, outreach and stakeholder engagement and effortlessly communicates among CEOs, Corporate Heads, Industry Leaders, Senior Ministry and Government Officials who were attending these summits. Her opening and closing remarks were well crafted, educational and inspiring."

— Katrin Scholz-Barth, Past President, SustainableQatar, worked with Vani at Oryx Advertising WLL

"Vani Saraswathi had a very efficient, creative and hands-on approach when I worked with her in both my roles as a contributor to "Qatar Today" as well as a sponsored partner of the magazine. To any topic or suggestion, Vani immediately provided ideas how to implement them in order to get the maximum impact. She has a good grasp of what might be of interest to the local readership. As a reader, I often enjoyed her thoughtful editorials and hope to hear and read more of her in the future."

— Birgit Radl-Wanko, Owner, Birgit Radl-Wanko - Leadership, Development, Change, was with another company when working with Vani at Oryx Advertising WLL

"I've been fortunate to collaborate with Vani at Qatar Today and T Qatar Magazine. She's an extremely talented editor - always asking questions that lead to deeper examination of the subject she wants to cover. Did I mention she is an awesome person, too?"

— Laurene Leon Boym, Proprietress, Product Design Lead, Boym Partners Inc, reported to Vani at Oryx Advertising WLL

"I worked with Vani when a colleague and I wrote a few articles for Qatar Today. She is a delight to work with... professional, smart and a good editor!"

— Kevin Lamb, Managing Partner, Keystone Global Consulting Group, was with another company when working with Vani at Oryx Advertising WLL

"Vani has been instrumental in moulding me as a journalist. If I have a flair for news and an eye for story ideas then it is all due to her training and mentoring. She has made me realise my true potential and has always been a guiding figure in my professional life. Her commitment to work, her dedication and drive and her positive attitude are all qualities I constantly strive to attain. I will miss her in my workplace for the long discussions and diverse and often strong views on any topic at work or otherwise. I love to read her articles for the depth and the deep understanding she has on the matter being written. I hope that the loss of a good manager will be compensated by the gain of a good friend."

— Sindhu Nair, Deputy Editor, Oryx Advertising, reported to Vani at Oryx Advertising WLL

"I had the pleasure to work with Vani in the organization of a Round the Table on Corporate Social Responsibility. She brought a unique mix of wit, professionalism, attention for details and humor. The event was a success, a nice article was published on Qatar Today magazine...and we also had fun ! Shukran, Vani ! Luisa"

— Luisa Gentile, Head of Corporate Social Responsibility, Vodafone Qatar, was with another company when working with Vani at Oryx Advertising WLL

"My association with Vani runs for the last three years. Since the time I submitted my first writing to her till date, Vani has been extremely encouraging and supportive. Besides immaculate writing; her strong editing and commendable personnel management skills make her a fine manager of the team. She has played a great role in the growth of her company, giving it a direction with her strong viewpoints. Its always been a pleasure working with her."

— Shalinee Bhardwaj, Features Writer/Project Coordinator, Oryx Advertising WLL (Publishers of Qatar Today, Qatar Al Youm, Woman Today, T Qatar, Glam), reported to Vani at Oryx Advertising WLL

"Vani possesses strong leadership qualities, while being insightful and gracious enough to give her colleagues the room to shine through self-initiation. The mark of a successful managing editor."

— Lyn Cowie, *The Style Revivalist*, Lynette Cowie, was with another company when working with Vani at Oryx Advertising WLL

"Vani juggles all of her editorial responsibilities as well as a genuine love and passion for books and people. It's wonderful to work with someone who is so supportive of new writers."

— Mohanalakshmi Rajakumar, Reading and Writing Development Director, Bloomsbury Qatar Foundation Publishing, was with another company when working with Vani at Oryx Advertising WLL

"Vani was a pleasure to meet and a blessing to work with, diligent and thorough, with a knack for detail and expressive language that sings songs of praise on a wonderful writer."

— Hend Faisal AlQassemi, was Vani's client

"With an energetic and enthusiastic approach toward projects, Vani is passionate about her work. Always brimming with new ideas and concepts, she ensures that the various publications have their own distinctive flavour. Always a pleasure to work with."

— Chatura Poojari, was Vani's client

"Vani is one of the true professional journalists in the Middle East - very creative and knowledgeable, very resourceful and hard-working. She is also very friendly and full of interesting facts and stories, a true pleasure to work with!"

— Marta Warren, Director of Marketing, W Doha Hotel & Residences, was with another company when working with Vani at Oryx Publishing

"Vani has done amazing things with *Woman Today* in the last two years that I've been following the magazine. Every month this publication has an interesting theme and various regular features to look forward to. I have learned about a lot of interesting women in Doha through WT and read the magazine from cover to cover every month. It's not just fashion, like so many women's magazines, but has a lot to offer to us professional woman here in Doha as well. It discusses topics that we are interested in and offers some insights

into different aspects of living in Doha as a professional woman. It also shows a desire on the WT team's part to really make a difference, to get people thinking about the world we live in and how we can make it a better place for all of us. Finally, Vani has also contributed some valuable ideas to the How Women Work conference in April this year and I'm sure she will prove to be an inspiration for next year's conference too."

— Carolin Zeitler, Director, Arcata, was with another company when working with Vani at Oryx Publishing

"Vani is one of the most resourceful person that I know of. As colleague she possesses an amazing passion for what she does and believes in. Her attitude towards her work is something that I admire a lot. She can fit in to any discussion or debate regardless of the topic and add value in terms of input and ideas, which is truly her strength. From a personal point of view Vani is just the person to have as a friend and be proud having her as one."

— Zulfikar Jiffry, Manager - Marketing, Oryx Advertising Company WLL, worked indirectly for Vani at Oryx Publishing

"Vani Saraswathi is a highly experienced professional manager with a strong sense of excellence combined with a rare and special ability to pull a team together and draw out their unique and combined skills to the highest quality. Vani delivers to deadline and co-ordinates from her role to provide excellence in product and performance. Beyond that Vani is an honest, genuine, clever, articulate communicator who has a positive professional attitude in all her dealings. She is a great networker and can comfortably meet, lead, or report with people at any level of society from the highest end to the lowest common denominator bringing out extraordinary value. I would gladly work with or for Vani in any capacity and my work with and for her and hers with and for me has provide me with some of the most fulfilling and pleasant memories of my career in international journalism and communications. Jane England, Award Winning International Journalist and Communications Manager New Zealand"

— Jane England, journalist, journalistes en europ 33 rue du louvre paris, worked directly with Vani at Oryx Publishing

"Vani is an outstanding editor. Not only that, she's a smart cookie and a nice person as well. I've enjoyed working with her and always found her to be very approachable and considerate."

— Anthony Ryman, Managing Director, grow, was with another company when working with Vani at Oryx Publishing

"I have been working with Vani since 2006 and every project has been dealt with the utmost professionalism, passion for work and reliable results every time. Vani makes sure her work is as perfect as it can be, while quality is always maintained at the highest levels. We trust Vani with our clients most sensitive information and she transforms this data into valuable results for the reader."

— Anna-Denise Ioannou Mikati, was Vani's client

"I have worked with Vani over the years both through my position at VCUQatar and as an independent writer for the magazines that she edits. I can not speak highly enough of the support she offers to the community and the advocacy efforts she makes for the cultural segments in Qatar. In all of my dealings with Vani she has been professional and insightful and as an editor of my work she was supportive yet challenging and honest. I endorse her whole heartedly."

— Valerie Jeremijenko, Assistant Dean of Student Affairs, Virginia Commonwealth University in Qatar, was with another company when working with Vani at Oryx Publishing

"I have had the opportunity to write for three titles at Oryx Publishing, all under Vani's wing. She is a multitasker par excellence: overseeing a stable of publications covering a diverse range of interests, a committed and interested writer, a manager and a leader. As a freelancer I am always pleased to work for Vani as she is a writer's editor. From her detailed yet flexible assignments and her communication along the way, to her smooth editing and keeping me informed about the payment structure – and the prompt payment, something every freelancer wishes for but rarely gets, her editorial direction is always a pleasure."

— Ulrike Lemmin-Woolfrey, Freelance Writer, various magazines and newspapers, reported to Vani at Oryx Publishing

"Vani is an outstanding editor and writer. Her contribution to the company are considerable -- not just in editing words on paper but also in shepherding juniors through a process of reorganizing their thoughts. She is not only a hard working and detail oriented person to work with but also an inspiring leader; a proactive professional, self motivated perfectionist and is ready to deal with difficult situations and solve the problems on time."

— George B, Manager - Marketing & Operations, Oryx Publishing and Advertising Co., worked indirectly for Vani at Oryx Publishing

"Vani manages multiple titles without ever losing site of her readers or writers. She brings precision and enthusiasm to the work, a combination she pulls off with tremendous aplomb. She would be an enormous asset to any workplace."

— Lisa Kirchner, Communications Consultant, Self Employed, reported to Vani at Oryx Publishing

"It was great to have Vani in our training program in Doha, Qatar. Her extensive experience managing several magazines in Qatar was evident as she engaged the group and instructors in discussion and dialogue and it was clear that Vani was a media professional dedicated to advancing media in the Middle East and beyond."

— Erica Bouris, Program Development, University of California at San Diego, was with another company when working with Vani at MEET Program by MEPI

"Vani was great to work with, not just as a sub-editor but also as a reporter. Her beat wasn't known as the health beat but as Vani's beat - so completely did she own and deliver on it. Besides her work ethic, Vani's personality shone through in all her interactions. She was lively, engaging, and objective, and brought a complete view to issues at hand. I would work with her again in an instant."

— Sheryl Manoharan, Sub-Editor, The New Indian Express (Express Publications), worked directly with Vani at Indian Express

"Vani's enthusiasm and passion for the job was infectious and she combined her energy with sound news judgment and an eagerness to learn to add great value to the newspaper's readers through the articles she wrote. Her cheerful demeanor and team spirit lifted the mood in the newsroom whenever she was around and it was a delight to work alongside her on some of the healthcare stories we did together. She'd be an incredible asset to anyone wanting to tap into her native intelligence and sharp wit or her skills as a journalist and writer."

— Suresh Seshadri, Senior Reporter, Indian Express, worked directly with Vani at Indian Express