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“Meaningful
relationships
turn possibilities
into lasting
impact.”



CLIENT
ENGAGEMENT
STRATEGY



REAL ESTATE
BUSINESS
DEVELOPMENT



WORKPLACE
DESIGN
CONSULTING



WOMEN IN
BUSINESS
ASIA



THE FUTURE
OF SALES



VANDANA CHOPRA

*Authentic Leadership. Stronger Relationships.
A More Human-Centered Future.*

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PEOPLE, PURPOSE
AND POSSIBILITY

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Leading with Authenticity:

Vandana Chopra on Relationships, Resilience and Redefining Client Engagement



For Vandana Chopra, success in business has never been about transactions—it has always been about people. Her journey into real estate and business development was not a calculated move, but a natural extension of her deep curiosity about human connection. An instinctive communicator, Chopra has built her career on understanding not just what clients need, but why they need it.

This people-first philosophy has become the cornerstone of her leadership style. She believes that sustainable business outcomes are rooted in authentic relationships—connections built on trust, empathy and shared ambition. In an increasingly transactional world, Chopra's approach stands out for its sincerity and long-term focus.

“Success in business has never been about transactions — it has always been about people.”

From Market Complexity to Technical Mastery

“*Adaptability is not simply responding to change; it is learning to lead through it.*”

Her professional journey reflects both versatility and adaptability. A defining chapter came during her tenure as Country Manager at Carpets International Thailand PCL, where she navigated the complexities of a market shaped by shifting real estate cycles, evolving consumer preferences and economic uncertainty.

The experience sharpened her ability to lead through change, reinforcing the importance of agility and proactive thinking in volatile environments.

Transitioning to Apton Partitioning marked a pivotal evolution in her career. Moving into a more technical domain required her to quickly master new dimensions of the business—from workspace planning and compliance to acoustics and design functionality.



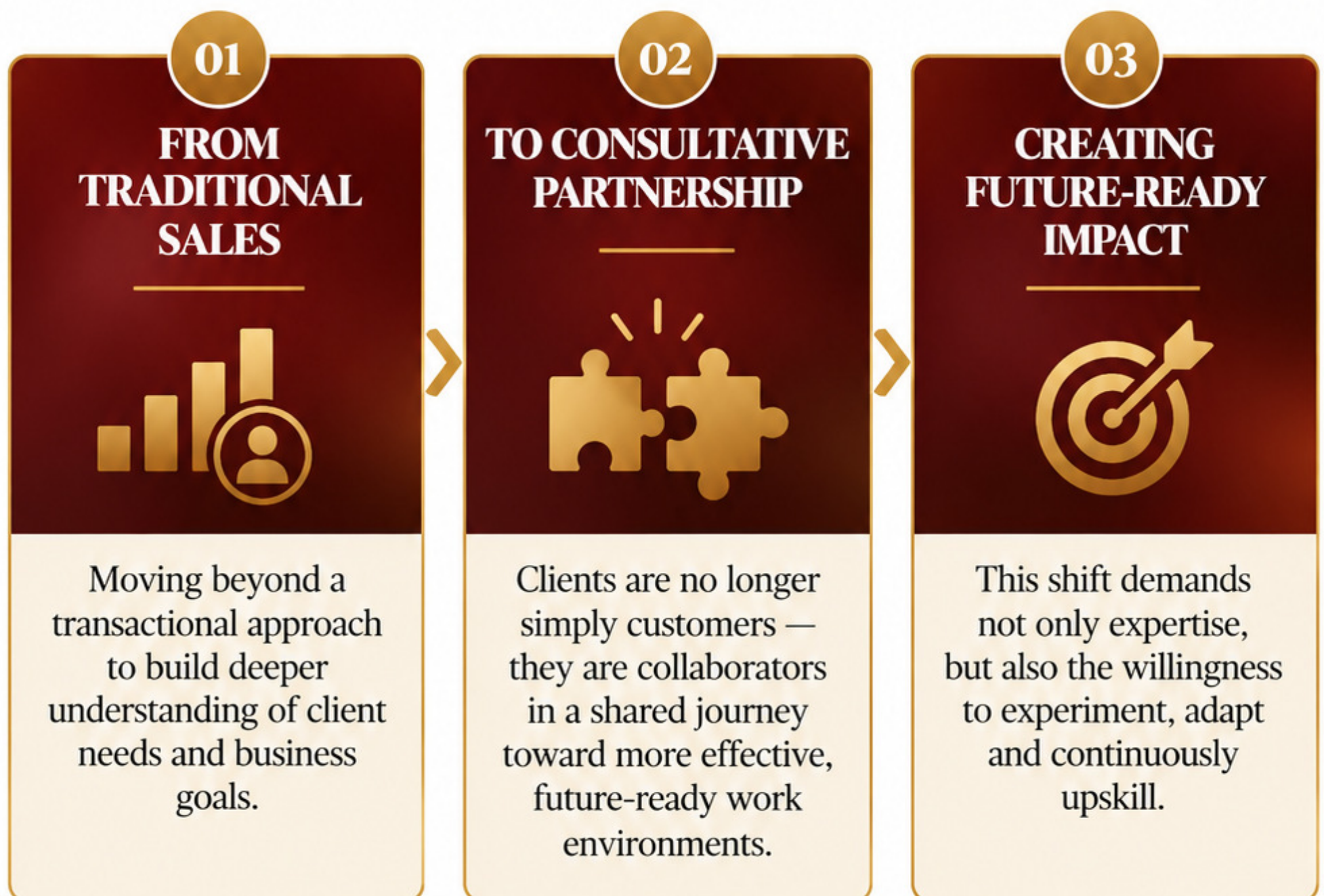
Turning Insight into Strategic Client Impact

It was here that Chopra deepened her belief in continuous learning and the value of mentorship. By balancing commercial insight with technical understanding, she strengthened her ability to engage clients at a more strategic level. Today, as Senior Associate – Client Services at M Moser Design Associates, Chopra operates at the forefront of workplace transformation. Her perspective on innovation goes beyond tools and technology; it is fundamentally about reimagining how organizations connect with their clients. By closely tracking market trends and behavioral shifts, her team ensures that solutions remain relevant, responsive and aligned with evolving business needs.

“Continuous learning and mentorship have strengthened my ability to engage clients at a more strategic level.”

From Sales to Strategic Partnership

Under her leadership, the role of sales has transformed from a traditional function into a consultative partnership. Clients are no longer simply customers — they are collaborators in a shared journey toward more effective, future-ready work environments. This shift demands not only expertise, but also the willingness to experiment, adapt and continuously upskill.





Leading with Integrity, Empathy and Authenticity

At the heart of Chopra's approach are three guiding principles: integrity, empathy and authenticity. These values inform every interaction, shaping relationships that go beyond professional obligations. She believes that people connect with individuals, not titles—a mindset that enables her to build trust and foster meaningful engagement across diverse stakeholders.

01

INTEGRITY



Guides every interaction and builds long-term trust.

02

EMPATHY



Creates deeper connections beyond professional obligations.

03

AUTHENTICITY



Helps build meaningful relationships across diverse stakeholders.

Her perspective also carries a broader message for women navigating careers in business development across Asia's dynamic markets. Chopra advocates for confidence and presence—encouraging women to recognize their value and actively participate in decision-making spaces. Her message is clear: leadership is not granted; it is claimed through conviction and resilience.

The Power of Connection in Modern Leadership

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Her perspective also carries a broader message for women navigating careers in business development across Asia's dynamic markets. Chopra advocates for confidence and presence—encouraging women to recognize their value and actively participate in decision-making spaces. Her message is clear: leadership is not granted; it is claimed through conviction and resilience.

“Genuine connection, combined with strategic insight and adaptability, remains one of the most powerful drivers of business growth.”

Relationships Before Transactions

Leading with Authenticity: How Vandana Chopra Is Redefining Client Engagement Through Relationships and Resilience

In today's fast-evolving business landscape, where transactions often take precedence over trust, Vandana Chopra stands out for a different reason—her unwavering commitment to people. For Chopra, success has never been about closing deals; it has always been about building relationships that endure.

A Career Rooted in Human Connection

Vandana Chopra's journey into real estate and business development was driven not by strategy, but by instinct. With a natural ability to connect, she built her career on understanding not just what clients want—but why they want it. This people-first mindset has become the foundation of her leadership philosophy.

In a world increasingly driven by speed and scale, Chopra focuses on authenticity, empathy, and long-term value—qualities that foster trust and sustainable growth.

“*Success has never been about closing deals; it has always been about building relationships that endure.*”

Relationships Before Transactions

Navigating Complexity with Agility

A defining chapter in Chopra's career came during her tenure as Country Manager at Carpets International Thailand PCL. Operating in a dynamic market shaped by fluctuating real estate cycles and economic uncertainty, she developed a strong ability to lead through change. This experience reinforced critical leadership traits:



Agility in decision-making



Proactive problem-solving



Strategic foresight

These capabilities continue to inform her approach in navigating complex business environments.



“Success has never been about closing deals; it has always been about building relationships that endure.”

Embracing Growth Through Continuous Learning



Chopra's transition to Apton Partitioning marked a significant evolution. Entering a technical domain required her to quickly master new areas, including workspace planning, compliance, acoustics, and design functionality. Rather than seeing this as a challenge, she embraced it as an opportunity to grow.

This phase deepened her belief in the importance of continuous learning, adaptability, and proactive thinking—qualities that have become central to her professional journey.

“Rather than seeing new challenges as obstacles, Chopra embraced them as opportunities to grow and expand her expertise.”

Redefining Client Engagement Through Authentic Leadership



Through continuous learning and mentorship, she strengthened her ability to engage clients not just commercially, but strategically—adding deeper value to every interaction.

Transforming Client Relationships at M Moser Design Associates

Today, as Senior Associate – Client Services at M Moser Design Associates, Chopra operates at the forefront of workplace transformation.

Her approach to innovation goes beyond technology. It centers on reimagining how organizations connect with their clients. By closely tracking market trends and behavioral shifts, her team ensures that solutions remain relevant, adaptive, and future-focused.

Under her leadership, sales has evolved into a consultative partnership. Clients are no longer just customers—they are collaborators in shaping workspaces that align with their vision and business goals.

From Sales to Strategic Partnership

Under Chopra's leadership, the role of sales has transformed from a traditional function into a consultative partnership. Clients are no longer simply customers—they are collaborators in a shared journey toward more effective, future-ready work environments. This shift demands not only expertise, but also the willingness to experiment, adapt and continuously upskill.

The Power of Authentic Leadership

At the core of Chopra's success are three guiding principles:



Integrity

Doing what is right, in every interaction.



Empathy

Understanding people and perspectives.



Authenticity

Leading with genuineness and purpose.

A Voice for Women in Business

Chopra's journey also carries a powerful message for women in business development, particularly across Asia's dynamic markets. She advocates for confidence, presence, and active participation in leadership spaces.

“Leadership is not granted; it is claimed through conviction and resilience.”

Claiming Leadership with Conviction and Grounding

A Leadership Mindset for the Future

Her perspective is clear: leadership is not something granted—it is something claimed through conviction, resilience, and self-belief.



Conviction

The courage to believe in her vision and take bold steps forward.



Resilience

The strength to navigate challenges and keep moving ahead.



Self-Belief

The confidence to create opportunities and make a lasting impact.

Balancing Ambition with Grounding

Behind her professional achievements lies a strong personal foundation. Chopra credits her mother's unwavering support as a key influence, helping her maintain balance while pursuing ambitious goals.



Family Support

Her mother's guidance and encouragement remain a constant source of strength.



Balance

Staying grounded while pursuing ambitious professional goals.



Ambition

A continuous drive to learn, grow, and create meaningful impact.



Perspective

A grounded mindset that brings clarity, focus, and purpose in decision-making.

“Leadership is not something granted—it is something claimed through conviction, resilience, and self-belief.”

Claiming Leadership with Conviction and Grounding

A Leadership Mindset for the Future

Her perspective is clear: leadership is not something granted—it is something claimed through conviction, resilience, and self-belief.

Balancing Ambition with Grounding

Behind her professional achievements lies a strong personal foundation. Chopra credits her mother's unwavering support as a key influence, helping her maintain balance while pursuing ambitious goals.



Shaping the Future Through Meaningful Connections

By combining emotional intelligence with strategic insight and adaptability, she is not just responding to change—she is shaping it.



Building the Future, One Relationship at a Time

As industries continue to evolve, leaders like Vandana Chopra are redefining what it means to succeed. Her approach proves that when authenticity meets expertise, the result is not just better business outcomes—but stronger, more meaningful connections.



Authentic Relationships

Building trust that goes beyond transactions.



Strategic Insight

Turning challenges into new opportunities.



Adaptive Leadership

Staying ahead in a fast evolving world.



Lasting Impact

Creating meaningful business and human connections.

The Value of Human Connection

And in the long run, those connections are what truly drive lasting impact. Vandana Chopra's journey highlights a simple yet powerful truth: success is not just about achieving business goals, but about the people you empower, the relationships you nurture, and the positive change you create along the way.

“When authenticity meets expertise, the result is not just better business outcomes—but stronger, more meaningful connections.”

IKEA HELPS FIX SKYRIM'S CLUTTER PROBLEM



IKEA has entered the world of *The Elder Scrolls V: Skyrim* with **KALLAX Storageborn**, a free downloadable companion designed to solve one of the game's most familiar frustrations: having too much stuff. Created by **Mother** in collaboration with **Kinggath Creations**, the campaign turns IKEA's expertise in storage into an actual gameplay mechanic.

In *Skyrim*, carrying too many items causes players to become over-encumbered and move more slowly. **KALLAX Storageborn** addresses this by offering unlimited storage, automatic loot collection and a way to clear clutter from players' virtual homes. The sentient shelving unit is introduced through a new quest that takes players to a mysterious Dwemer furniture store.

Once assembled, **KALLAX** can be summoned using the Dragon Shout "**AYE KEY YAH**". The experience also includes a clutter-filled dungeon and a boss battle against a **Clutter Golem**, adding IKEA's storage concept directly into the game's fantasy world.

The campaign builds on IKEA's previous experiments in gaming, including its virtual Roblox store, but takes the idea further by making the brand's core expertise part of the gameplay itself. **KALLAX Storageborn** is available free through Bethesda Game Studios' in-game Creations menu, supported by digital, social, in-store and PR activity.

Image: IKEA KALLAX Storageborn in *Skyrim*

Brand: IKEA

Agency: Mother

Source: Famous Campaigns

Image Credit: IKEA / Mother / Kinggath Creations / Famous Campaigns



AN OFFICIAL STATEMENT FROM VASELINE

We heard you. We agreed.

Following extensive review (by which we mean approximately one video, watched over 1 million times, facts), Vaseline would like to announce our rebrand.

Welcome to Baseline, effective immediately.

Same tub, Same jelly. Same uses you've been making up since 1870. Just, as it turns out, a slightly different first letter depending on where in the world you're saying it.

Because that's really what this week is about. Vaseline has been pronounced, adapted, and made local in every corner of the world for 150 years. Every accent, every version, every "wrong" way of saying it is just proof of how far the jar has traveled. This week, we're celebrating one of those versions properly.

Full credit to @mindaylee_ for the discovery, who we have taken the liberty of appointing as the CEO of Baseline, effective immediately, no interview required.

To everyone stitching, duetting, or simply enjoying watching a 150 year old brand get gently corrected by its own global community: welcome. We're here for it. We might even learn something.

Baseline

Image: Vaseline "Baseline" Rebrand

Brand: Vaseline

Source: Famous Campaigns

Image Credit: Vaseline / Famous Campaigns

Vaseline Renames Itself “Baseline” After a Mispronunciation Goes Viral

Vaseline has turned an accidental mispronunciation into a playful social media moment, temporarily rebranding itself as **“Baseline”**. The idea came from beauty creator **Min Day Lee**, whose viral video about her Vaseline collection referred to the skincare brand by the unexpected name. The video quickly surpassed two million views on Instagram, while viewers began repeating and remixing the word “Baseline” across social media.

Vaseline responded by fully embracing the joke with a mock rebrand across its social channels. The brand created a new “Baseline” logo, redesigned product packaging and announced the change with a tongue-in-cheek statement, claiming that the rebrand followed an “extensive review” that was essentially based on one viral video.

The brand also credited Min Day Lee for the accidental discovery and jokingly appointed her as **CEO of Baseline**. The response demonstrates how Vaseline quickly turned an unexpected moment from its online community into branded content, rather than trying to correct the original mistake.

The move also fits with Vaseline’s broader approach to community-driven creativity. Its Vaseline Originals platform turns viral beauty hacks created by consumers into real products while recognising and rewarding the creators behind them.

AG1 Puts Creatine's Airport Problem Straight Into the Tray

AG1 has turned an awkward travel problem for fitness enthusiasts into an airport advertising campaign for **AG1 Pro**. The brand has placed advertisements directly inside airport security trays and across terminals in **Denver, Austin and Seattle**, targeting travellers who regularly carry loose creatine powder through airport security.

The campaign uses lines such as **“Is your creatine travel routine raising a few eyebrows?”** and **“Is your DIY-packed creatine causing delays? There’s a better way”**. The message promotes AG1 Pro, the brand's formula that combines AG1 with creatine in individual sachets, offering a more convenient alternative to carrying a separate bag of powder.



What makes the campaign stand out is the placement itself. By putting the advertising inside the security trays, AG1 reaches travellers at exactly the moment when loose white powder can become an uncomfortable part of the airport experience. The campaign also appears on large video screens and glass wraps around security areas, extending the idea throughout the terminals.

The airport setting allows AG1 to turn a specific customer inconvenience into the central idea of the campaign, using the environment itself to make the message immediately relevant.

Image: AG1 Pro Airport Campaign

Brand: AG1

Source: Famous Campaigns

Image Credit: AG1 / Famous Campaigns



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