Minority Pioneers in the Advertising, Marketing and Communications Industry

Regardless of race or gender, succeeding in the Marketing Communications Industry is challenging, but being a minority woman makes it much harder.

One female minority pioneer is Shernaz Daver, a high profile Technology Marketing Consultant. Daver has led the way as one of the first Indian women to enter technology marketing and become an executive. After attending Stanford and Harvard, she not only found success in a field where she has a unique presence as both a female and Indian, but she grew up in India and had to become fluent in English and familiar with American culture. Despite contending with stereotypes, she worked her way up to becoming one of the first Indian women to gain titles like VP for Corporate Communications at Netflix to her most current conquest as VP of Marketing at Inktomi where she was vital in building brand identity for the search engine.

Although my interests lie predominately in advertising, I am motivated to make strides as an Indian woman in a white, male dominated industry. I aspire to be seen not just as an Indian woman, but also as a person responsible for exceptional advertising campaigns in the industry. Whether I make my mark as an influential Creative Director or simply produce outstanding work, I want to contend, be familiar with, and triumph over adversity in this difficult business. I am willing to put in the work, and through examples like Shernaz Daver, I know I can accomplish great things in the advertising industry.