

# Neeti Dewan

by Amanda Todd



Neeti at her 15th wedding anniversary celebration.

Who knew that the Firm's Los Angeles office had a Chief Motivational Officer? Alumna Neeti Dewan's emails of inspiring and thought-provoking quotations and articles quickly caught on and grew to a daily distribution to over 400 PricewaterhouseCoopers professionals during her tenure with the firm. The former SALT (State and Local Tax) Manager started with the Firm in May 2002 and made quite an impression on her colleagues and partners before leaving in November 2004 to become the Director of Tax for ARAMARK Uniform and Career Apparel, Inc.

Although thrilled with her challenging and satisfying new role at Aramark, Neeti doesn't hesitate when asked what she misses most about her time at PwC: "the people." In return, Neeti's can-do attitude earned the respect of her PwC colleagues and her Partners. In a very memorable instance, her Partner surprised her with a last minute meeting with a potential client. Sitting at her desk in "casual-Friday" attire, Neeti was jolted into action at 10 a.m. when her presence was requested at a noon meeting. Within a half hour, Neeti had three saleswomen scurrying to assemble a client-worthy ensemble. Dressed to impress, Neeti rushed

from the department store back to the office, picked up the Partner on the project and eventually won the account. Perhaps it's no coincidence that Neeti ended up in the apparel business!

Married for 15 years with two children, ages 8 and 10, Neeti places a premium on maintaining balance in her life. Vacationing with her family, her daily yoga and meditation practice and her love of books are just some of the activities that keep Neeti on track. In fact, she has combined her two passions, literature and achieving a balanced lifestyle, with an impressive goal in mind. Neeti is currently working on a book on leading a happy, healthy and abundant life, which she expects to publish within the next three years. No doubt that many Firm alumni will take interest in this topic and identify with the art of managing a career, family and personal obligations. We look forward to hearing (and reading) more from this alumna!