



Reeta Sabnani

Associate

Reeta Sabnani is a seasoned executive with over 27 years' experience working in Asia. Her specialized business development skills have led to a consistent track record of building and leading successful teams across the region. Reeta's philosophy is to sell for the relationship, not the commission.

An entrepreneur at heart, Reeta founded aRa Jewels in 2007, exceeding targets year over year by over 30%. She attributes this success to unsurpassed customer experience, retaining loyal clients and building relationships with new clientele in APAC.

Prior to joining ValueSelling Associates, Reeta also held the position of the Director of Sales, Business Development and Marketing for INEX, eventually becoming an investor in the company. During her first year at INEX, sales forecast projections were exceeded by 67% and YOY sales grew by 29%.

Her value-based approach to building and maintaining relationships with clients has led to her role as the Vice President, Sales Asia Pacific at ValueSelling Associates. ValueSelling provides the opportunity for Reeta to help people by establishing more long-term relationships with clients, ultimately becoming a trusted partner.

She earned a diploma in Mass Communication from the International Business and Management Education Centre in Singapore and has a certificate in digital marketing. Reeta made her first sale at 11 years old and designs jewelry in her free time.

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