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Radhika is a Senior Manager handling B2B Strategy at Wayfair, with previous experience working in the consulting space. As a consultant, she worked in pre- and post-litigation restructuring, helping institutions navigate the financial and operational implications of a forensic investigation. At Wayfair, Radhika leads top of funnel strategy for the B2B organization, generating and executing on customer engagement strategies to optimize the new customer experience. Radhika was a girl member of the Girl Scouts of Japan, where she resided before moving to the United States. She is passionate about forwarding women's rights movements and enabling young women to make positive change in the world. Radhika graduated from Bentley University with a B.S. in Economics and Finance.