SREEPRIYA NS

CEO

ENTRUST FAMILY OFFICE

LEADERSHIP & IMPACT

In today's India, an impactful leader goes beyond business performance to create lasting value for a wider group of stakeholders. Leadership is about foresight, stewardship, and responsibility, showing the path forward for teams and future generations while recognising that the role is larger than any individual. I measure impact by the ability to connect with diverse individuals, enable new opportunities, and help build strong, inclusive ecosystems. Taking progressive, long-term decisions that remain relevant over time is what truly defines impactful leadership.

ET NOW

IMPACTFUL WOMEN LEADERS OF INDIA - 2025

VISION & PURPOSE

I believe I am a people's person, and what truly drives my work is building genuine human connections. I am passionate about meeting, engaging with, and nurturing people-centric relationships. The challenges inherent in family dynamics motivate me, as they provide opportunities to demonstrate leadership, thoughtful decision-making, and strong execution capabilities. While our engagements with families are professional in nature, the relationships extend well beyond commercial agreements. Over time, they evolve into meaningful, long-lasting partnerships, fostering a closely connected community.

BREAKING BARRIERS

As a woman, my career journey has been shaped by many challenges at different stages of life; becoming a wife, a mother, and caring for elderly family members. I have balanced responsibilities that demand time and commitment alongside the pursuit of leadership. This constant juggling has been demanding, yet it has made me more resilient and capable. More than systemic change alone, I believe organisations need behavioural and cultural shifts to truly accept and support women in leadership. My journey has strengthened my resolve to sustain women leaders and encourage more women to step forward.

INNOVATION & INDUSTRY TRANSFORMATION

India's wealth is growing multifold, with a rising number of first-generation wealth creators and a new generation entering estate management in families. This presents a significant opportunity for a firm like ours that operates in a fiercely client-aligned manner across all services. As technology and innovation continue to accelerate, the importance of highly bespoke, personal-touch advisory models will only increase. I firmly believe the future holds immense opportunity for high-quality, deeply talented, expert professional services that combine trust, insight, and long-term partnership.

RESILIENCE & GROWTH

In a business like ours, working closely with UHNW families and seasoned professionals, people are at the core. There have been times when key team members had to step away unexpectedly due to personal emergencies, momentarily slowing growth. What enabled quick recovery was a strong foundation, clearly institutionalised processes, forward planning, and open communication. Staying calm, anticipating possibilities, and focusing on core objectives helped me navigate high-pressure situations. An early start to the day, with nature walks, yoga, and meditation, gives me clarity, energy, and focus.

LEADERSHIP STYLE & VALUES

I believe in a leadership style that is highly enabling, empowering, and communicative. I give teams the required authority and freedom to operate within an open-architecture model while maintaining a clear cadence and review mechanism to track progress. I encourage high performance, efficiency, and accountability, balanced with emotional awareness. My past experiences have strengthened my emotional intelligence, which guides decision-making. While the intensity of certain approaches has evolved over time, my leadership style; trust, empowerment, and accountability, has remained consistent.

INCLUSION & CULTURE BUILDING

For me, equitable and gender-inclusive workplaces begin with conscious leadership and strong processes. Organisations must ensure pay parity, transparent growth paths, unbiased evaluations, and flexible work structures that respect different life stages. Equally important is creating safe, open spaces for dialogue and accountability at leadership levels. Personally, I focus on mentoring women and strive to lead by example, building a merit-driven culture where women have equal voice, visibility, and decision-making authority. Inclusion, for me, is a lived value, practiced every day.

LEGACY & FUTURE VISION

As a leader, mentor, and change maker, I hope to leave a legacy of trust, integrity, and empowered leadership, building institutions and cultures that endure beyond individuals. I aspire to nurture confident, values-driven leaders and create spaces where women are heard, respected, and able to influence outcomes meaningfully. By 2030, I see women's leadership in India as fully normalised, not exceptional women leading businesses, family enterprises, boards, and institutions with confidence, competence, and purpose, playing an equal role in shaping India's economic and social future.

HUMANISING THE LEADER

I begin each day early with nature walks, yoga, and meditation, which give me clarity, energy, and balance. The philosophy of Sanātana Dharma has deeply shaped my worldview, guiding my leadership through its emphasis on duty, balance, stewardship, and long-term impact beyond individual success.