

# Thara Pillai

**Director - Alumni Programs and Engagement at Consulate General of Canada (CTA Boston)**  
Boston, MA, US

Thara Pillai is a marketing and business development professional who mentors and advises companies and entrepreneurs.

---

## Biography

Thara Pillai is a marketing and business development professional with nearly two decades of experience in North America & EMEA. She has mentored and advised companies in Boston and beyond. Currently, she is the Director of Alumni Entrepreneurship at the Harvard Innovation Labs. In that capacity, she oversees the design and execution of Launch Lab X GEO, a 9-month alumni accelerator. She also hosts a networking and mentoring group for female entrepreneurs, RebelWomen. Thara's past experience as a journalist at CBC, CTV, and other media organizations has given her solid research skills that allow her to understand a business from end-to-end. "When I evaluate a problem for a company, I'm able to take into consideration the entire corporate entity and vision, rather than looking at a problem in isolation."

---

## Industry Expertise

Social Media, Advertising/Marketing

---

## Areas of Expertise

Brand Management, Start-Ups, Entrepreneurship, Strategy, Social Media

---

## Education

### University of St. Gallen

M.B.A. Media & Telecommunications

### Carlton University

M.A. Broadcast Journalism

### Ryerson University

B.A. Broadcast Media

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)