

**Sonali Shah**  
**Marketing Manager**



Sonali Shah has over 20 years of marketing and business management experience. She has a Bachelor of Science degree in Business Management and Marketing from Rutgers University. In 2010, she received the Mini MBA – Social Media Marketing Certification from Rutgers University.

Prior to joining WTS International, Sonali was an independent business consultant for various small businesses. She was instrumental in creating an on-line presence and developing strategies in support of Social Media Optimization for her clients.

As the Marketing Manager for WTS International, Sonali creates and maintains valuable online content on the WTS website and various social media channels. Through communication and research, she also creates the bimonthly Transportation YOU newsletter. This is a valuable source of information for WTS members, sponsors, and Transportation YOU participants to learn about current events, industry news, and people making a difference. Sonali also hosts and coordinates a monthly webinar with current program leaders to share ideas and presentations of successful events.

Sonali currently volunteers her time at the Marlboro High School PTSO (Parent Teacher Student Organization) managing online communications. She is passionate about the work she does and has a solid work ethic.