



Manik Gupta

**Executive Director of Analytics Operations
Big Data and Advanced Solutions
AT&T Mobile and Business Solutions**

Manik Gupta is currently Executive Director of Analytics Operations with AT&T's Big Data and Advanced Solutions organization. He joined AT&T in June 2013 and is responsible for managing a team of client principals, business intelligence experts and data analysts that deliver big data-driven insights to the enterprise market using AT&T's unique data assets.

Manik came to AT&T from Georgia-Pacific where he led advanced analytics for their Home Cleaning Solutions business. Prior to Georgia-Pacific, he was with Deloitte Consulting's Strategy practice where he led marketing analytics engagements for Fortune 500 clients in the Consumer Packaged Goods, Retail and Media sectors. He honed his marketing science skills at Zyman Group working for Sergio Zyman who was the world's first Chief Marketing Officer at The Coca Cola Company. Prior to moving to the United States in 2003, he held client servicing roles in advertising, communications and market research in India.

Manik is a graduate of Emory University's Goizueta Business School and has an engineering degree from the National Institute of Technology, Surat in India. Manik lives in Atlanta with his wife and two daughters. He divides his free time between family, his passion for cars and his new found love for golf.