

Shagufta Gupta

CURRICULUM VITAE

Surname: Gupta

First Name: Shagufta

E-mail: shg@cuts.org

Present Occupation: Director, CUTS & Centre Head, CUTS C-CIER

Educational Qualification

University/ Institute	Year	Subject(s)	Degree
IIT, Delhi	2008	Ph.D. thesis on “Frontier Approach to the Evaluation of Efficiency and Productivity in the Indian Pharmaceutical Sector”	Ph.D.

Work Experience

Year	Position/Organisation
2019- present	Director, CUTS & Centre Head, CUTS C-CIER
2015-2019	Leader, Data and Analytics, Reframe the Brand, New York
2009-2013	Senior Consultant, Marketing Analytics, Ogilvy One Worldwide, New York
2007-2008	Custom Insight Analyst, Dunnhumby, London

Project Experience

1. Leader Data and Analytics and Senior Advisor Data and Effectiveness at Reframe, New York.

Activities Performed:

Perform cross cultural market sizing, design and execute web and social media analytics strategy and dashboards, provide segmentation reviews and advise on persona and profile building, consult on analytics and effectiveness issues arising from the customer engagement at every point in the project cycle, prepare case studies to be used for client training and business development, etc.

2. Senior Consultant Marketing Analytics at OgilvyOne, New York.

Activities Performed:

Brand drivers research, customer relationship marketing campaigns- development and execution of global measurement frameworks for such campaigns across geographies, macro-economic and socio-economic research work on thought leadership initiatives, predictive and exploratory analysis, web analytics, capacity building and training of team, etc.

3. Custom Insight Analyst at Dunnhumby, London.

Activities Performed:

Analysis of marketing activities using customer transaction data, customer segmentation & profiling, standardized reporting of marketing campaigns, coding QA functions and presenting the results to clients, etc.
