



## Anupam Gupta

**CPO, 4C**

Anupam Gupta is Chief Product Officer at 4C, a global leader in data science and marketing technology with solutions for multi-screen marketing. For almost two decades, Gupta has led product strategy and growth planning initiatives for technology companies. As EVP, Product Management at Vubiquity, Gupta delivered turnkey content-as-a-service solutions to leading entertainment studios, TV networks and video distributors. Previously, Gupta was the President and CEO of Mixpo, which provides software to execute multi-screen video campaigns. Gupta started his career at Microsoft where he held key product management leadership roles during his eight-year tenure with the company.