

## Contact

[www.linkedin.com/in/aastha-gupta-3b854115](https://www.linkedin.com/in/aastha-gupta-3b854115) (LinkedIn)

## Top Skills

Product Management  
Analytics  
Business Analysis

## Honors-Awards

Institute of Electrical Engineers UK  
Top Student  
Best Graduate  
Best Research Project  
IBM Student Recognition  
University of Warwick Scholarship  
for International Students

# Aastha Gupta

VP of Product at Facebook/Meta  
Menlo Park, California, United States

## Summary

Experienced Director with a demonstrated history of working in technology industry.

## Experience

### Meta

Vice President of Product Management  
January 2019 - Present (6 years 4 months)  
Menlo Park, California

Lead Facebook's Foundation org including privacy, trust & safety, profile & identity, app experience, video infrastructure and PRE. Previously, led product for Facebook community creators & the profile platform and prior to that, was Head of Facebook Integrity for 2.5 years.

### Facebook

6 years 10 months

Director, Emerging Businesses  
July 2014 - December 2018 (4 years 6 months)  
California

Head FB's Emerging Business; a team that partners cross-functionally to incubate and scale new businesses at FB by driving early stage business planning & investment cases, providing strong problem-solving leadership and leading end-to-end operational execution. The team's portfolio includes some of the most strategic business areas related to monetization – Instagram, Video, News, Messenger, WhatsApp, Commerce etc.

Manager, Global Shared Services - Insights  
March 2012 - July 2014 (2 years 5 months)  
Hyderabad Area, India

Led global team providing scaled reporting solutions, analytics and insights to Facebook's managed advertisers/agencies/marketing partners. Managed a large scale, global operations team

### Microsoft

Product Manager, Enterprise Search  
October 2010 - March 2012 (1 year 6 months)  
Greater Seattle Area

Business owner of Enterprise Search portfolio in the SharePoint PMG  
(Microsoft's fastest growing product in history)  
Responsible for driving business results, planning go-to-market Search strategy and managing Wave 15 launch through our field and partner ecosystems inc. creating positioning & messaging and readiness campaigns  
Responsible for leading final integration of Microsoft's 2008 FAST acquisition; including mainstreaming of licensing, support & maintenance processes, transition of sales model from Incubation salesforce, building field & partner capacity for business continuity, & ensuring a positive experience for legacy FAST customers

Microsoft  
Product Manager Intern, SharePoint  
June 2009 - September 2009 (4 months)  
SharePoint Product Management Group

Citi  
2 years 10 months

Business Analyst, Fixed Income Derivatives  
May 2007 - June 2008 (1 year 2 months)

Provided technology solutions for internal business clients in Fixed Income Interest Rate Derivatives. Managed release process and business analyses of five trade capture and risk management systems

Youngest ever recipient of 'Citi Diversity Award' for leadership excellence in diversity (Dec 2007)

Selected for Citi's 'Emerging Talent Program' aimed at developing high-potential women leaders

Production Support Analyst, Fixed Income Derivatives  
September 2005 - May 2007 (1 year 9 months)

Provided technical support for 13 applications to a global derivatives user base of 3000 people

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## Education

Stanford University Graduate School of Business

MBA, Business Administration and Management, General · (2008 - 2010)

University of Warwick

BEngg, Computer Engineering · (2002 - 2005)