

Jay Gupta – Service design thinking, Branding & Growth Marketing

Jay spent 8 years working as a Director of Strategy and Product Development for Telenor, a major mobile operator.

She also held senior sales and business development roles for 8 years at IDT Corporation, a successful US based telecommunications company. She has global experience working in markets across North America, Europe, Middle East and Asia – and spent some time living in Toronto, Canada.

Jay has hands on experience creating and implementing new multi-million business segments and has a creative approach on how to unlock potential in digital products and connect growth opportunities to global ecosystems.

She graduated from Queen Mary, University of London – with a Masters in Information Systems, where her thesis involved applying Bayesian Artificial Intelligence and Machine Learning principles. She also has a BSc. in Mathematics for Business, Industry and Finance.

Though she is an out of practice programmer, she understands the power of coding and can visualize how opportunities can be discovered from data and observations – and believes every business should apply both a “right and left-brain” approach to growth.

Jay has a special interest in Service Design Thinking, Lean Start-up Methodologies, Rapid Prototyping, Branding and Growth Marketing.