



# Smita Gupta

Chief Marketing Officer | Board Advisor | Managing Director

## Executive Summary

Smita is a global marketing and growth advisor, influential thought leader, keynote speaker and pioneering advocate for diversity and inclusion in the technology industry.

She has delivered high-impact global marketing transformations for some of the world's best-known SaaS, fintech, telco and cloud technology companies including TerraPay, Finastra, Tata Communications and Cisco, inspiring senior leaders to think and act more innovatively.

She draws on her cross-cultural experience, gained living in three continents, to lead global teams – helping them deliver double digit revenue growth through innovation and creativity.

## Growth Advisor

Smita advises late-stage scale ups and PE-backed firms in fintech, eCommerce, High Tech and SaaS space. Her expertise includes:

- Go-to-market and growth strategy
- Brand development, positioning and category creation
- Platform & ecosystem development and monetisation
- Building Marketing Centres of Excellence
- Marketing leadership: Talent assessment and development
- Market expansion
- Board Advisory and NED role

## Advisory Roles

*Mar 2023 to Present:* TerraPay – Strategic Advisor

*Aug 2020 to Present:* Fintech B2B Marketing – Advisory Board Member

## Showreel

[Click to watch Smita in Action](#)

To enquire about speaking opportunities, [get in touch](#).

## Marketing Transformation

Smita's delivery of marketing transformations during her career demonstrates her expertise in strategic marketing. She orchestrates pivotal strategies that drive significant customer acquisition and has expanded the distribution channels of businesses, fueling exponential growth.

She has supported the digital transformations of clients by spearheading successful initiatives, revolutionising operational processes and elevating brand presence in the digital landscape.

Smita is known for her development and execution of growth strategies that have propelled organisations to achieve record-breaking revenue figures of 4 to 5 times and accelerated market expansion across Europe and Asia Pacific.

## Innovation Promoter

A prominent advocate of advancing the role of AI, analytics and data in delivering customer value through digital transformation, Smita has prompted businesses to constantly innovate their products and delivery using agile methodologies. Smita has built pioneering commercial models for alternative revenue streams by forging partnerships that drive collaborative innovation with fintechs, banks and technology providers.

## Advocate, Thought Leader & Influencer

Smita is recognised as a leading voice for expanding opportunities for women leaders in technology. She is a sought-after keynote speaker, panellist and author contributing to leading industry publications, events and conferences, featuring in [Fintech Magazine](#), [The Successful Founder](#), [Fintech Fringe](#), and the [Chief Marketing Officer Summit](#). She has judged leading industry awards such as the [Banking Technology Awards](#) and the [Drum Awards](#).

## SPECIALIST TOPICS

- ✓ Open banking & embedded finance
- ✓ Fintech innovation
- ✓ Platforms and ecosystems
- ✓ Digital transformation
- ✓ Marketing transformation
- ✓ Diversity and inclusion
- ✓ Role of AI and Analytics

## PUBLICATIONS

[Inspiring Female Founder Spotlight: Smita Gupta](#)

[How boards are changing \(and what still needs to be done\)](#)

[The What, the Why and the When of Fractional Leadership](#)

[Three Non-Negotiables for Board Members](#)

[Five ingredients for success in a fast-changing financial services landscape](#)

[Redefining finance for good with technology](#)

[Collaboration essential in delivering open finance](#)


[Collaborate to innovate: the value of partnerships in times of crisis](#)

[The Open Banking Race is On](#)

[What is holding back the cashless economy in Asia?](#)

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## RECENT RECOGNITION

Bronze Winner Best Female Entrepreneur in Business Services, the **Stevie Awards, 2023**

Marketing Businesswoman of the Year & Business Consultant – Women in Business Award, **Business Awards UK, 2023**

Top 30 Global Fintech Marketing Influencer, **The Fintech Marketing Hub, 2022**

Technology Marketeer of the Year, **CMO Leadership Awards Europe, 2021**

Businesswoman of the Year Award (Nomination), **Women in IT Awards, Asia 2019**

