

TATHAGATA 'DAS' DASGUPTA, PhD

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Curriculum Vitae

Chief Data Analytics Officer and Adjunct Professor

Offer vast knowledge of fundamental principles inherent in managing highly complex, multi-tiered academic and corporate institutions. Prepared to leverage experience from corporate executive leadership and management consulting with more than 80 corporate entities to present novel, forward-thinking concepts for transforming curricula and launching win-win academic programs. Able to employ in-depth, long-term experience in shared governance structure leadership with several universities and business schools. Regularly selected for public speaking engagements at prestigious academic institutions, corporate board meetings, and major business events / conferences.

Key disciplines taught – Data Science in Business, Business Analytics, AI/ML/Blockchain in Business, Operations Management, Supply Chain Management, Logistics Management, Operations Consulting

EDUCATION AND CREDENTIALS

- **PhD in Operations Research, Department of Industrial Engineering** – Penn State University College of Engineering, State College, Pennsylvania (1998)
 - **PhD in Business Administration, Department of Management Science** – Penn State University, Smeal College of Business, University Park, Pennsylvania (1998)
 - **Master of Arts in Statistics** – UB Medical School, Buffalo, New York (1992)
 - **Bachelor of Science in Statistics** – Presidency College of Calcutta, Calcutta, India (1989)
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PROFESSORSHIP EXPERIENCE

VARIOUS ACADEMIC INSTITUTIONS, Irvine / Claremont / Los Angeles, California

Adjunct Professor of MBA and Executive MBA Programs, 9/2004-Present

Instruct business courses via multiple appointments in MBA programs at USC Marshall School of Business, Peter F. Drucker School of Management at Claremont Graduate University, and Paul Merage School of Management at UC Irvine. Forge long-running relationships with current and future managers, many of whom have become colleagues, partners, and clients. Partner with other faculty and deans in formulating new curricula, and updating existing syllabi to align with current business practices.

Leverage vast knowledge base gained from academic network to secure and retain top clients, gain insight into leading-edge business research, and bring value to classroom by inviting current and potential clients as guest lecturers. Advocate and implement cross-pollination of ideas between industry projects and academic research. Cultivate ongoing donor relationships to secure high-value donations.

- Integral in launching Center of Excellence in Logistics and Supply Chain Management for Dean of Drucker School, leading to recruitment of Executive Director and forecasted \$20M in memberships, donations, and grants.
- Partnered with eight scholars and industry practitioners to co-develop and administer year-long "Readings on Sustainability" curriculum at Peter F. Drucker School of Management; curriculum was

rated by students and faculty as best inter-disciplinary curricular design with comprehensive review of evolving issues in sustainability.

- Played key role in placing students on fast-track career paths by connecting them with industry leaders for project-based learning.
- Successfully instructed additional business courses at Keck Graduate Institute (KGI), receiving honor of election by students for Best Faculty award in 2011-2012.
- Through a decade of continual re-appointments, received consistent recognition via teaching evaluations with an average of 6.0/7.0 or higher.
- Educated 500+ MBA graduates over six years, developing their capabilities in business-problem scoping, framing, and resolution through mental acuity, and ethical / financial responsibility.

ACADEMIC APPOINTMENTS

UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles, California

Adjunct Professor (Rating: 6.2/7.0), 1/2014 to Present

- Adjunct Professor of three integral courses - Logistics Management, Supply Chain Management, and Spreadsheet based Business Models in the combined MBA and Master of Science in Supply Chain Management program.
- Developed curricula from scratch for Logistics Management and Supply Chain Management courses.

UNIVERSITY OF CALIFORNIA AT IRVINE, Irvine, California

Adjunct Professor (Rating: 6.0/7.0), 9/2004 to 2012

- Lecturer in Operations Management core course for Fully Employed MBA classes, and in Supply Chain Management elective for joint course offerings for Fully Employed, Full Time, and Executive MBA programs.
- Developed and instructed Operational Excellence module for Executive Education program through on-campus executive education and on-site tailored programs for school's client companies (Ingram Micro, Microsemi, et al.).

THE PETER DRUCKER AND MASATOSHI ITO SCHOOL OF MANAGEMENT, Claremont, California

Adjunct Professor (Rating: 6.3/7.0), 8/2005 to 2013

- Adjunct Professor of Applied Operational Models (AOM) course for MBA program.
- Adjunct Professor of Global Supply Chain Management course for MBA program.
- Adjunct Professor of Quantitative Business Analysis and Statistics for MBA program.
- Developer and Facilitator for multi-disciplinary year-long program in Sustainability for MBA program.

KECK GRADUATE UNIVERSITY, Claremont, California

Adjunct Professor (Rating: 6.5), 1/2010 to 12/2012

- Adjunct Professor of Business Operations.
- Elected by students as Best Professor of 2012.

PROFESSIONAL EXPERIENCE

MCDONALD'S – CHICAGO, IL

Chief Data Analytics & AI Officer (9/2025 – Present)

Responsible for driving the strategic vision, development, and execution of data and analytics initiatives across the enterprise in conjunction with GBS, Technology, Markets, and Functions.

STARBUCKS – SEATTLE, WA

Chief Data Analytics & AI Officer (7/2025 – 8/2025)

- Led a 250+ team at Starbucks, driving data-driven strategies for enterprise KPIs, consumer insights, media, HR, and supply chain analytics
- Created AI-powered Starbucks Placemat for C-suite decision-making and launched SMART KPIs, Voice of the Customer AI, and Media Performance Dashboards.
- Optimized staffing, improved SKU availability by 90%, and revamped Mobile Order & Pay analytics with AI.

SAATCHI & SAATCHI – EL SEGUNDO, CA

Chief Data Analytics Officer (4/2020 – 2023)

Provided leadership, vision, strategy, and governance over all aspects of Saatchi's data operations. Help the agency chart a pathway for combining data preparation and storage, data analysis, governance, and consultancy functions into a single department. Major functions of the CDAO office includes Data Operations, Marketing Analysis, Performance Analysis, Governance, and Librarian Services intended to help clients (internal and external) know what questions to ask and where to find important lessons from past efforts, and systems consultancy.

VIACOM – HOLLYWOOD, CA

Senior Vice President, Data Science and Robotic Process Automation (6/2017 – 3/2020)

- Ran Data Science Corporate Resources Group and Center of Excellence at Viacom, with three areas of oversight - Business Strategy, Mathematics, and Technology with corporate wide responsibility for Process Excellence Enabled by Technology (PEET) that includes Robotic Process Automation (RPA), Machine Learning (ML) and Artificial Intelligence (AI). Spearheads transformational projects with a top-notch team of business leaders and data scientists.

AMAZON.COM – SEATTLE, WA

Head of Amazon ACES Team, North America (1/2015 to 5/2017)

- Head of three top-notch teams (THINK, TEACH, and DELIVER teams - called 'ACES' together) comprising outstanding structured problem solvers including Six Sigma Master Black Belts, Data Scientists, and General Managers of Fulfillment Centers that lead and roll out **Optimized Operational practices** into the gigantic operational network of Amazon across USA, Canada, and Mexico. The team drove more than \$100MM in savings from Optimized Operational best practices between 2015 and 2016.

- An additional \$110M of savings came in 2016 from applications of **step changes in technology driven productivity** gained from a combination of quantitative Operations Research (O.R.) problem solving and deep dive in designed experiments. Dramatic improvements were made in Amazon Robotics Operational process improvement, Transfer Shipment model, improved Sales & Operations Planning, and improved Shift Planning and Flow Management at Amazon Fulfillment Centers.

McKINSEY & COMPANY, LOS ANGELES, CALIFORNIA

Associate Partner, 10/2013 to 1/2015

Provided strategic management consulting services to C-level of clientele with focus on High Tech, Media & Entertainment, Consumer Goods, Retail, and Aerospace sectors. Leverage global network of senior and executive leaders gained through highly successful career to secure new clients and engage with strategic thought leaders in both industry and academia. Liaise and cultivate ongoing relationships with key clients, partners, vendors, and internal resources. Ensure accurate documentation of all client engagements, including careful record-keeping of billable work and invoices. Plan and organize internal workshops and executive-coaching sessions with as many as 500 attendees.

- Implemented end-to-end Sales and Operations Planning (S&OP) blueprint for Games, Consoles, and Tablet divisions of \$80B technology company to assist with major merger & acquisition (M&A).
- Architected and deployed integrated global S&OP strategy for \$15B rapidly expanding agrochemicals company, including end-to-end planning, production, and delivery management processes, as well as portfolio of prioritized set of global projects combined with governance structure, transformation approach, and on-going review process.
- Conceived supply chain vision and strategy for \$10B consumer goods company as part of restructuring and transformation analysis, leading to 20% reduction in costs from inventory, productivity improvement, freight optimization, port operations, and distribution network optimization.

ERNST & YOUNG, LLP – IRVINE, CALIFORNIA

Partner & Executive Director (4/2011 to 10/2013)

Delivered strategy and operational excellence advisory services to Office of the Chairman Accounts (OCA) as well as top-10/next-20 accounts of the firm with a sector focus of Media & Entertainment, Consumer Goods, Retail, and High-tech, around Global Supply Chain Management, Enterprise Performance Management, and Organizational Transformation.

Pursuit Leader and Engagement Partner of more than \$30MM in projects with multiple Fortune 500 clients. Major projects delivered include S&OP Blueprint, Digital Go-to-Market Strategy and Transformation, Enterprise Cost Reduction (ECR) for SG&A for a major studio, and Business Segmentation including design and roll-out new operating models with planning and execution.

Top accomplishments:

Spearheaded the Advisory account team to gain credibility and entry into a \$56B Manufacturing company, for C-level consulting solutions delivery, adding up to \$10.5M worth of consulting solutions delivery.

- Sales, Inventory, and Operations Planning (SIOP) process maturity assessment and improvement recommendations presented to COO and CEO with \$1.6B identified cost savings opportunities
- Assessed the Internal Audit Process for SIOP and assisted the VP of Internal Audit with identification of key improvement areas of the processes
- Lined up 20+ projects in improving DOS Inventory, On-time-to-Customer-Request (OTTR) performance, Cycle Time Reduction opportunities, and Integration with Lean Six Sigma principles, with a projected ROI of \$264M over a three-year payback period.

XAVOR CORPORATION, IRVINE, CALIFORNIA**Executive Vice President (EVP) & Partner, 9/2005 to 4/2011**

Offered strategic management consulting and advisory services to private and public companies, specializing in operational excellence, supply chain planning, and transformation strategy / execution. Served as trusted advisor to Presidents and CEOs of Warner Home Video, Sony DADC, and Continental Datagraphics; as well as COOs / SVPs of Sony Pictures, NBC-Universal Studios and Disney Home Entertainment. Oversaw P&L planning and execution for management consulting services. Formulated and executed strategy for business process improvements in partnership with cross-functional supply chain teams. Coordinated planning and implementation of lean continuous improvement training and talent development / succession planning projects. Organized supply chain transformation workshops.

- Triggered 100% growth in revenue doubling revenue stream by securing \$24M in revenue from management and technology consulting engagements combined.
- Grew global, cross-disciplinary consultant team over six years to 150+ (50 management consultants and 100 technology consultants), guiding team in optimizing commercial practices, engendering \$50M in cost savings, improving shipment accuracy and enhancing customer satisfaction.
- Hand-picked to guide multifaceted senior-executive team through global transformation initiatives while acting as an external consultant at Warner Brothers; aligned disparate teams and management approaches to sustain big-picture focus by separating teams into small groups of cross-functional and cross-hierarchical resources.
- Partnered with CEO of Boeing Continental Datagraphics (CDG) to develop game plan for recovering from eroding market share; formed Innovation Management teams that enabled board to lay a foundation for ongoing innovation by employing skill sets of existing employees, bringing in more than \$20M in new business.

NEXGENIX, INC., IRVINE, CALIFORNIA**Senior Director, Business Development & Delivery, 3/2002 to 8/2005**

Recruited to design, launch, and manage continual support and enhancement of next-generation supply chain solution for high-tech and consumer packaged goods (CPG) companies. Built from ground up and managed operations of new software development arm launched specifically to facilitate sales of new solution. Hired, trained, and supervised top-flight offshore seven-member Business Development team and 50-member Solution Development team in executing nationwide product-consulting engagements. Traveled nationwide to deliver sales presentations to top decision makers of several Fortune 500 firms.

- Steered design and delivery of scalable, reliable and accurate solution in close partnership with R&D engineers and marketing team.
- Successfully sold and delivered solution to Warner Home Video and Qualcomm.

ANSWERTHINK, INC., DALLAS, TEXAS**Director & Practice Leader, Supply Chain Practice, 3/1999 to 11/2001**

Conceptualized, promoted, and delivered leading-edge global supply chain management business solutions for consulting company formed by former KPMG national partners. Coordinated forecasting, allocation, and management of \$4M annual budget. Handled planning and implementation of supply chain aspects of multiple business development initiatives. Forged vendor alliances and negotiated significant cost reductions in materials required for solutions development. Set benchmarking standards to drive development of pioneering solutions that leapfrog competitor products. Oversaw all phases of solutions development programs / projects.

- Employed shrewd, decisive leadership skills to recruit, hire, train, and lead team of 30+ direct employees at 75% utilization, and leveraged additional 100+ matrixed resources based on project delivery needs, consistently remaining within 35% margin.
- Skillfully managed \$10M P&L through expert oversight of over 40 consultants.
- Secured \$20M in sales over a three-year period.
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I2 TECHNOLOGIES, INC., DALLAS, TEXAS

Strategic Opportunity Assessment (SOA) Manager / Presales Solution Consultant, 7/1997 to 2/1999

Integral member of team that designed and delivered value engineering methodology which was subsequently rolled out to 200+ Fortune 500 client engagements. Managed four-member Strategic Opportunity Assessment team. Charged with identifying opportunities in client supply chains, isolating root causes of issues hindering optimal supply chain performance. Personally orchestrated more than 60 SOA engagements.

- Spurred planning and delivery of solution enablers, and exhibited benefits and ROI to potential customers, resulting in more than \$1B in revenue.
- Adeptly guided Presales Solution Team operating across Western US region for accounts such as Frito Lay, JC Penney, Gates Rubber, Amkor, Mattel and Boeing C-17, garnering over \$50M in revenue.

PENNSYLVANIA STATE UNIVERSITY, UNIVERSITY PARK, STATE COLLEGE, PENNSYLVANIA

Graduate Lecturer and Research Assistant, 1/1993 to 7/1997

Instructed undergraduate courses in Mathematical Optimization, Operations Research, and Quantitative Business Analysis while earning PhD in Business Administration from Department of Management Science and Information Systems (MSIS). Conducted research into supply chain management of air products and chemicals with fluctuating demand.

Successfully completed research that was applied in Semiconductor Equipment Manufacturing Unit of Air Products and Chemicals, Inc. in Allentown, Pennsylvania.

PUBLICATIONS

1. Dasgupta, Tathagata, "Home Video Unit Transforms Itself to Adapt to the Shift to Digital Consumption" *Global Business and Organizational Excellence, Wiley Periodicals, Inc.* DOI: 10.1002/joe.21449, September/October 2012.
2. Dasgupta, Tathagata, and Bhattacharjee, Deb, "Supply Chain Segmentation". *Top of Mind – Issues facing technology companies*. An Ernst & Young Publication, 2012.
3. Dasgupta, Tathagata. "Succeeding in the Digital Revolution". Proceedings of the Hollywood Future Forecast conference organized by Media and Entertainment Services Alliance, 2012.
4. Dasgupta, Tathagata, *Big Data and Operational Excellence*. Ernst & Young Publications, 2013.

SELECTED SPEAKING ENGAGEMENTS

1. "The three legs of a CDAO – Analytics, Governance, and Commerce" – keynote speaker at CDAO conference hosted by IQPC, Los Angeles, CA, January 2022.
2. "Digital Twins – how data is born and brought up in a Digital Supply Chain" – keynote speaker at Global AI/ML Driven Supply Chain Conference hosted by o9 Solutions, August, 2021.

3. "How does Segmentation work in Implementing Operational Excellence?" McKinsey Center for Excellence, April 2014.
4. "A Center of Excellence Model for Logistics and Supply Chain Management," Peter Drucker School of Management, November 2013, Dean's Panel.
5. "What should South Korea invest in Building Capability on – Technology, People, and Processes," Invited Speaker to Korean Ministry Delegation to the United States, Korean Trade Association, Los Angeles, CA, June 2013.
6. "How to leverage Big Data and Social Media in your New Product Introduction and Operational Strategy," Samsung Board Center of Excellence Speaker Series, March 2013, Seoul, Korea.
7. "On the Future of Hollywood: A Center of Excellence Model for Studios with Product Leadership, Customer Intimacy, and Operational Excellence," Media and Entertainment Services Alliance (MESA) Conference, October 2012.
8. "Rolling out the SCOR model in Studio Environments – experiences from Home Video group of Warner Bros," Supply Chain Council Conference (SCC), July 2011, Johannesburg, South Africa, Invited plenary speaker.
9. "The Utility of Supply Chain Performance Measures in Consumer Goods Companies," Council for Supply Chain Management (CSCMP) Conference, Oct 2010, San Diego.

Transformation Strategy and Implementation

- Commercial Team transformation: Astutely guided global, cross-disciplinary teams in optimizing commercial practices, engendering **\$100M in cost savings**, improved shipment accuracy and enhanced customer satisfaction. Wiley Publications published [his article on this story](#) in their September, 2012 issue of Global Business and Organizational Excellence
- Physical to Digital Transformation: For multiple studios, developed digital distribution, monetization, resource and process flows as consumer preferences shifted from physical media to digital product downloads

Innovation Strategy

- Management Process Innovation: Partnered with CEO of a division of a major aerospace company to develop a game plan for recovering from eroding market share; formed Innovation Management teams that enabled board to lay a foundation for ongoing innovation by employing skill sets of existing employees, bringing in more than **\$20M** in new business.
- Operational Excellence Process Innovation: Led a cross-functional team to develop innovative solutions resulting in \$180M+ opportunities in planning, product design, forecasting, manufacturing, distribution, order fulfillment, inventory, and customer service for the American operations for a European handset manufacturer

Supply Chain Optimization

- Global Sales and Operations Planning Processes: helped design and roll out Global S&OP processes for four large studios, three consumer products, and two major aerospace companies
- Network Optimization: optimized manufacturing/DC footprint at several clients, using robust modeling software; yielded between \$10M - \$30M in savings on each project
- Integrated global strategy for planning and operations: Helped several clients develop an integrated global strategy for planning and operations, most recently (2014) in a \$15B growing agrochemicals company, with end-to-end planning, production, and delivery management processes, along with a portfolio of prioritized set of global projects along with governance structure, transformation approach, and on-going review process.
- Supply Chain Opportunity (SOA) Assessments: Integral member of team that designed and delivered supply chain value engineering methodology that was subsequently rolled out to 200+ Fortune 500 client engagements. Personally, orchestrated more than 60 SOA engagements.
- Vendor Management Inventory (VMI): For Home Entertainment units for Studios, as well as for several CPG companies that sell through product via major retailers, developed and implemented technology enabled VMI processes and solutions that accounted for up to 60% of total revenue for most studios.
- Lean Continuous Improvement: For several clients in media, high tech, and manufacturing space, developed lean six sigma methodologies and approach including six sigma tools, value stream analysis, design of experiments, and statistical quality control resulting in more than 50% savings on inventory, overhead costs, reduced cycle time, and improved product availability

General Strategy

- Growth strategy: led engagements to define 3-5-year growth agendas for studio home entertainment divisions, consumer packaged goods, high tech, and consumer electronics firm; clients have consistently outpaced peers
- Portfolio strategy: developed several portfolio strategies that prioritized resources to areas with greatest value creation potential; one effort led to a major shift in over \$10B in discretionary spend
- Turnaround strategy: created strategies to turnaround profit performance of operating units; in three distinct instances, transformed the business from negative to high single digit profitability

Go-to-Market Strategy

- Distributor Management: overhauled several clients' distributor management programs, including scoreboard design, economic incentives, and distributor consolidation/vertical integration
- Distribution Strategy: guided a large client team to overhaul capacity planning and product fulfillment process; resulted in a 10-pt. improvement in fill rate and 25% reduction of inventory.

RECOGNITION AND AWARDS

Listed as one of the [top 100 innovators in Data Science and Analytics](#) in 2018, whose leadership won Viacom the "[Automation Rookie of the Year Award](#)" for visionary leadership in the Media industry on Process Excellence and Automation