



Ms Asha Gupta

**Regional President, Asia;
Chief Strategy & Corporate
Development Officer
Amway**

Asha Gupta is Regional President, Asia and Chief Strategy & Corporate Development Officer at Amway. Based in Amway's Singapore Business Innovation Hub, Gupta has been leading innovation to meet consumer's evolving wellness needs globally.

As Regional President, she also oversees operations across Asia, and leads the development of the company's long-term global business strategy. Gupta is also responsible for driving strategic acquisitions and partnership initiatives, and evaluating growth opportunities to help Amway Business Owners (ABOs) meet customers' needs and grow their businesses.

Gupta is a seasoned global executive with a passion for serving entrepreneurs, with over two decades of transformational leadership experience across Asia Pacific, the Middle East, Europe and the Americas. Prior to joining Amway in 2020, Gupta spent 23 years at Tupperware, most recently as EVP and Chief Strategy & Marketing Officer, where she delivered a bold strategy enhancing the company's sustainability positioning and entry into new product categories. Previously, as Group President for Asia Pacific, Gupta led the business to be the largest revenue and profit contributing region for the company. Earlier in her Tupperware career as AVP, Asia Pacific & Managing Director, India, Gupta delivered 32 consecutive quarters of growth, and helped Tupperware achieve Superbrands status in India.

Gupta was born and raised in India. She received a Bachelor's degree in Commerce from the University of Madras and an MBA in Marketing from the University of Mumbai.