



Tarun Gulati

General Manager – Business Strategy, Marketing
and Operations
Microsoft India

Tarun Gulati is the General Manager – Business Strategy, Marketing and Operations for Microsoft India and in this role is responsible for all strategy, marketing and brand development activities for the four product business groups in the country – Server & Tools, Windows Client, Information Worker and Microsoft Business Solutions. Tarun is also oversees the business operations for the Microsoft India subsidiary.

Until recently, Tarun was the General Manager for Developer and Platform Evangelism (DPE) at Microsoft India. In this role, Tarun was responsible for spearheading Microsoft India's efforts to foster the Indian software ecosystem through deep strategic engagements with developers, IT professionals, students, academia and software and services organizations. His strategic goal was to drive increased developer & IT Professional satisfaction, accelerate broad market adoption of Microsoft technologies and win the enterprise development platform.

Prior to this role, Tarun was based in Microsoft US where he was General Manager - National Platform Evangelism and Technical Sales. In this role, he led a community of 1400 technical and specialist people supporting a \$10 billion revenue stream and led key initiatives around technical evangelism, platform adoption and technical sales support. During his tenure in Microsoft's largest subsidiary, Tarun has done commendable work to improve the overall efficiencies within the developer, IT Pro and partner communities - leveraging synergies in leadership development, training, readiness, systems and processes.

Before joining Microsoft in 2001, Tarun worked with Aditi Technologies as Vice President – Services and helped bootstrap the company into a key global System Integrator. During his tenure with Aditi Technologies, he was responsible for running the sales, marketing and technical delivery operations in Asia, Europe and USA and managed a team of over 350 people. Tarun was instrumental in helping the company grow its operations and had full responsibility for the \$30 million global division offering high-end consulting services.

Prior to Aditi Technologies, he was with Sheraton Hotels for over 9 years. While with Sheraton Hotels, he was adjudged '*Front Office Manager of the Year 1994*', one of the hotel industry's most coveted awards.

Tarun completed his Diploma in Hotel Management, Master and Bachelor of Arts from University of Bombay, Honors in Systems Management from NIIT and an MBA from University of Washington, USA. He & his wife Ashmita currently reside in Mumbai with their two daughters Nikita and Esha. During his free time Tarun enjoys travelling and running.