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Anurag Gupta, Senior Director of Engineering leads Western Digital's India ASIC organization, responsible for memory controller ASICs & IP development.

Prior to Western Digital, he set up and headed LG' mobile SOC development group in India and developed two generation of Mobile Application Processors.

His earlier major work experience includes R&D engineering technical & management roles at Freescale Semiconductor (Automotive Division), Texas Instruments (Wireless division).

He had headed Asia Pacific patent review committee in Freescale Automotive division and was elected for MGTS (in TI) and MMTS (in Freescale) titles. He has lead various DSP subsystems and mobile AP, OMAP, in his TI tenure and multiple Automotive SoCs (ADAS, Safety, Cluster, PowerTrain) & Microcontrollers for Industrial automation in his Freescale tenure.