



David Ahuja
Amazon Web Services
Head, Worldwide Business Development – Consumer Packaged Goods

David joined AWS in June 2018 with responsibilities for developing the AWS global growth strategy for the Consumer Packaged Goods (CPG) industry and leading the development of new platforms that bring value to key CPG customers. The scope of AWS CPG industry includes Beauty Care, Health & Personal Care, Home Care, Food & Beverage, Apparel, Footwear and Tobacco products. CPG industry is one of the largest and most complex industries which is expected to be around \$14 trillion in sales by 2025.

Prior to joining Amazon, David spent 4 years with Walmart @Labs in their Global Data & Analytics Platforms organization. In that role he led the Product Management group responsible for leading the development of analytic products across Walmart merchandising, supply chain, finance, HR. David was responsible for development of the analytic product that automated Walmart's assortment selection processes. His team also led the initiative to improve forecast accuracy for replenishment of products to stores. In this role David had the opportunity to work with large technology partners like IBM, TCS, Infosys and Cognizant. He also partnered with smaller companies like MuSigma and with large consulting firms like Deloitte and Bain.

David started his career working for Procter & Gamble where he spent 23 years in the technology area. David had several different roles at P&G where he was responsible for data and analytics. He led the consumer research team that was responsible for starting up the low income retail channel focused on dollar stores (Dollar General & Family Dollar). He led the effort to startup P&G's business intelligence and analytics team in the US and in Latin America. David was instrumental in bringing advanced visualization leveraging Spotfire to P&G executives and transformed the executive business review processes. He brought visualization to P&G Walmart customer team and drove a transformation in Category Management analytic approach.

David lives in Fayetteville, Arkansas with his wife Karen who is an artist. They have three wonderful kids – Davin who attends college at Mizzou (age 20), Alex (age 18) and John Carlos (age 15) and Beau Dunkin (Coton de Telear dog is 2). In his spare time David enjoys music, traveling, diving, cooking and spending precious time with family and friends. David is originally from Belize (Central America) and he is the founder of Impact Belize which is focused on growing technology education in Belize and developing opportunities for outsourcing commerce. Impact Belize implemented over 150 computers with internet access in remote village schools.