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Anu Puvvada is the head of KPMG’s Metaverse Center of Excellence, where she leads strategy, client delivery, and thought leadership for this emerging domain. As an innovation expert, Anu launched and leads KPMG Studio, an incubator and accelerator that houses new adjacencies and transformational innovation for the firm—where bleeding edge technologies are tested, new business models are built, and emerging products and services are launched.

Anu’s career has spanned tech startups to large software companies to Big 4. Her experience ranges from metaverse, Web3, innovation strategy, AI and business models such as marketplaces. Anu brings a startup mindset into how KPMG innovates new services and technology, including developing strategy, implementing startup-driven processes, and crafting innovation culture initiatives.

Anu holds B.A. and M.A. degrees in Economics from The University of Texas and a Certificate in Data Science from MIT.