

# SWFMS **FMS**

**FOR IMMEDIATE RELEASE**

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## **RITA GUPTA OF AMD NAMED 2025 RECIPIENT OF SUPERWOMEN OF FMS AWARD** *Award Honors Trailblazing Innovators Leading the Future of Memory and Storage*

**Santa Clara, CA – July 28, 2025** – [Future of Memory & Storage \(FMS\)](#) proudly announces Rita Gupta, Fellow in the Server System Architecture team at AMD, as the recipient of the 2025 [SuperWomen of FMS Award](#) sponsored by Hammerspace and Pure Storage. This prestigious honor recognizes a woman whose leadership, innovation, and technical excellence are transforming the landscape of memory and storage technologies.



With over two decades of engineering experience, Rita's career has spanned multiple generations of server architectures, beginning with her early work on the first PCIe 1.0 analyzer and culminating in her current role as a pioneering force behind AMD's Compute Express Link (CXL) innovations. As CXL End-End Architect at AMD, she leads the definition and execution of advanced CXL memory system architectures for current and next-generation EPYC platforms, including "Genoa", "Turin", and "Venice", while leveraging her strong expertise in memory technology and CPU architecture.

Rita's impact extends far beyond AMD. As co-chair of the CXL Consortium Memory Systems Workgroup, she has helped shape industry standards, authoring the JEDEC CMC01 and JESD325 specifications and contributing significantly to CXL 2.0 and 3.0 development. Her work has established AMD's leadership in breakthrough memory expansion and elevated the CXL ecosystem through deep vendor collaboration and ecosystem-wide engagement.

"Rita's technical expertise and strategic leadership are matched only by her unwavering commitment to community and mentorship," said the Molly Pressley, SuperWomen of FMS Awards Committee Chair. "She exemplifies what it means to be a SuperWoman in tech—driving innovation, fostering inclusion, and lifting others along the way."



**August 5-7, 2025**  
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A respected thought leader, Rita is a sought-after speaker at global industry events including Supercomputing, SNIA, and CXL DevCon. She has authored multiple patents and white papers, and led AMD to be first to market with robust CXL functionality—establishing benchmarks for performance, interoperability, and vendor enablement across the memory ecosystem.

Rita is also a passionate advocate for diversity in technology. Through mentorship and her work with the GSA Women's Leadership Initiative, she champions the next generation of female engineers and leaders in the semiconductor industry.

The award presentation will take place on August 6 at 11:30 AM during FMS-Future of Memory and Storage main stage presentations in the Mission City Ballroom, Santa Clara Convention Center. In addition to the presentation, a special SuperWomen of FMS networking reception will be held from 4:00 pm to 6:00 pm sponsored by Hammerspace and Pure Storage. Space is limited and reservations are required. [Follow this link to learn more about the program and reserve your spot.](#)

**Registration is now open** at <https://fms.omnievent.com/2025/step-1-prelim>. For more information on the event and the full program lineup, visit [www.FutureMemoryStorage.com](http://www.FutureMemoryStorage.com).

To become an FMS sponsor or exhibitor, see the prospectus at: <https://FutureMemoryStorage.com/assets/downloads/exhibitors/2025/exhibitor-sponsor-prospectus.pdf>

### **About SuperWomen of FMS**

The SuperWomen of FMS initiative celebrates the successes of women in the memory and storage sector, while also advocating for increased female participation in this dynamic field. Supported by a wide array of women and technology leaders, the initiative continues to grow steadily. Through a series of events at FMS, the program fosters a diverse community interested in advancing the role of women in memory and storage technology.

### **About FMS: the Future of Memory and Storage**

FMS: the Future of Memory and Storage, produced by Conference ConCepts, is the premier global event showcasing cutting-edge developments in multi-billion-dollar high-speed memory and storage technologies. As the world's largest industry conference and exhibition in this sector, FMS highlights mainstream applications, breakthrough innovations, key enabling technologies, and the full spectrum of players—from leading vendors to disruptive startups. This event spans critical application areas including AI, enterprise data centers, high-performance computing, mobile devices at the edge, and embedded systems. FMS serves as a



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dynamic hub where technology professionals, executive leaders, customers, cloud providers, hyperscaler companies, and industry analysts converge to explore the evolving landscape of memory and storage. Emphasizing our commitment to innovation, FMS is shaping the future of storage—especially at its intersection with artificial intelligence.

**Media Contacts**

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