



Rananjay Choudhury

E-Mail: x26rananjayc@iima.ac.in Mobile: +91 9818227672

LinkedIn: <https://www.linkedin.com/in/rananjay-choudhury-6b379916b/>

Summary

Knowledge and consulting enablement strategist with six years in BCG's Technology, Media & Telecom (TMT) practice, promoted twice ahead of the average cycle. Transformed cases into reusable knowledge assets, digital-platform content, sector repositories, and business-development materials for consulting teams and senior stakeholders. Built GenAI-enabled workflows and knowledge platforms that delivered savings, increased content consumption, reduced duplication, and improved consulting effectiveness. Strong in content strategy, taxonomy and platform design, analytics, stakeholder management, and leading cross-functional teams through change.

Professional Experience

Senior Specialist | BCG | Gurugram

- Scaled GenAI adoption across TMT by embedding GPT, summarisation, and AI tools into drafting, newsletters, reporting analysis, and content curation; contributed to pilot testing, codified practical prompt use cases, tested automation ideas, and drove adoption among subject-matter experts. Launched TMT's GenAI presence on the knowledge platform across design, content strategy, and publication.
- Mentored and peer-reviewed junior colleagues and new hires; onboarded and trained new hires, and worked across subject-matter experts, GenAI, taxonomy, production, consulting teams, and practice leadership.
- Steered the TMT squad through the integration of subject-matter experts and knowledge teams and the introduction of a new operating model; absorbed non-billable requests to free expert capacity, took full ownership of End-User Devices and Semiconductor initiatives as they became high-growth priorities, and sustained delivery, stakeholder engagement, and reporting through leadership and team transitions.
- Strengthened TMT's capabilities in priority sectors by building Semiconductor and End-User Devices repositories, pioneering peer content review, and creating a confidentiality guide that reduced recurring errors; enabled additional publishing and savings through curation and peer review and ran a Semiconductor-focused community newsletter.
- Improved the discoverability of Media knowledge by leading glossary and taxonomy work across business and subject tags, drafting definitions and usage guidelines and reducing duplication; contributed to a meaningful increase in consumption, with priority pages ranking among TMT's most-used.
- Strengthened Media business-development support by improving the target-list workflow, building reusable project credentials and proposal modules, delivering internal research, and co-producing a global newsletter for senior stakeholders using AI-supported workflows.
- Published high-consumption materials from completed consulting projects and owned quality review and sign-off for content across the Media sector.

Specialist | BCG | Gurugram

- Delivered urgent business-development and research support across geographies and languages under tight timelines, including analysis of client and prospect ownership, revenue, and relationship context.
- Converted consulting-team survey inputs into recommendations for subject-matter experts and leadership; built a content-consumption dashboard, internal-marketing primer, and speed-learning deck and identified gaps that triggered a large-scale content clean-up.
- Founded and led best-practice sessions for teams following a function restructure, creating a forum to share effective approaches and strengthen capability across the team.
- Expanded TMT's coverage of priority and emerging sectors by building and improving knowledge assets; published high-impact materials in confidentiality-safe, searchable formats with senior-leadership visibility and migrated legacy benchmarks to the new knowledge platform.
- Managed the capture and publication of reusable insights from TMT consulting projects across multiple annual cycles, consistently exceeding curation and case-processing expectations.
- Published pages that outperformed practice-area engagement benchmarks and expanded the TMT case library into a high-usage asset that reduced duplication for consulting teams.

Junior Specialist | BCG | Gurugram

- Upgraded the TMT case library used by consulting teams for proposals and business development; improved its categorisation, descriptions, organisation, bundling, and sourcing logic, captured examples from high-impact completed projects, and drove adoption through newsletters and practice forums.
- Helped transition TMT from a legacy content-management system to a new knowledge platform through content migration, taxonomy review, ownership mapping, and tag validation; participated in a next-generation CMS pilot, helped define the end-to-end publishing journey, and identified platform gaps.

- Relunched the Technology sector newsletter and initiated a Media newsletter for senior stakeholders, consultants, and subject-matter experts; used engagement metrics and internal benchmarks to improve relevance, design, and consumption.
- Led a large-scale TMT content-quality audit with an external vendor, coached the vendor on sector priorities, and enabled a shift from full to sampling-based review, improving efficiency while maintaining quality; onboarded new hires and codified quality standards through reusable training templates.
- Captured and structured reusable insights from consulting projects across Technology, Media, and Telecom, including case context, deliverables, responsibilities, topics, learnings, and project experience; these inputs powered publications, benchmarks, proposals, primers, and selling materials across TMT and adjacent practices.

Education

Bachelor's of Business Administration – Amity School of Business, Amity University | Noida

Accomplishments and Awards

- **Accelerated Promotions:** Promoted twice ahead of the average cycle, from Junior Specialist to Specialist in 21 months and Specialist to Senior Specialist in 30 months, backed by consistently strong performance ratings.
- **GenAI Workflow Pioneer:** Core member of BCG's GenAI knowledge-management content-workflow team; helped build a GPT prompt library and onboarded the wider team to GenAI-enabled content curation and drafting.
- **Business Continuity Leadership:** Independently led TMT knowledge-management operations through an extended manager absence, exceeding publishing targets and outperforming internal benchmarks while maintaining content satisfaction.
- **TMT IP Competition:** Designed and led a practice-wide initiative with a novel monetary and recognition-based incentive model, driving a strong increase in reusable knowledge contributions versus the previous cycle.
- **Media Credentials Initiative:** Pioneered a Media credentials database with richer project information and topic mapping, improving knowledge-asset quality and business-development readiness.
- **Leadership Recognition:** Earned testimonials and recognition from senior knowledge leaders, consulting teams, and practice stakeholders for reliability, composure, problem-solving, and consistent delivery.

License & Certifications

- Lean Six Sigma Green Belt — KPMG — July 2026
- Pre-MBA Statistics — IIM Ahmedabad (via Coursera) — Mar 2026
- Excel Skills for Business: Advanced — Macquarie University (via Coursera) — Apr 2026
- Aha! Product Management Professional Certificate — Aha! / LinkedIn Learning — Feb 2026
- Atlassian Agile Project Management Professional Certificate — Atlassian / LinkedIn Learning — Feb 2026
- Career Essentials in Data Analysis — Microsoft & LinkedIn — Mar 2026
- Career Essentials in Generative AI — Microsoft & LinkedIn — Mar 2026
- AI for Organizational Leaders — Microsoft & LinkedIn — Mar 2026
- AI for Managers — Microsoft & LinkedIn — Feb 2026
- SAP ERP Essential Training — LinkedIn Learning — Jan 2026
- GenAI: Fluency at Work — Boston Consulting Group (BCG) — Aug 2025
- Master Microsoft PowerPoint — LinkedIn Learning — Feb 2022

Co/Extra-curricular

- Infrastructure, IT, and Dorm Affairs Secretary for IIMA's 62nd Student Body Council.
- Environment Theme Lead and later Co-Lead for BCG Gurugram's CSR program across multiple cycles, running a year-round calendar of initiatives spanning animal welfare, elderly care, women's empowerment, student upskilling, inclusion, and the environment, while mobilising volunteers and managing NGO partnerships end to end, including planning, budgeting, negotiations, partner coordination, and office-wide communications.