



Rananjay Choudhury

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

LinkedIn: linkedin.com/in/rananjay-choudhury-6b379916b

Summary

Management consulting professional with 6 years in BCG's TMT practice, spanning knowledge management, process transformation, GenAI, stakeholder management and commercial enablement; progressed from execution to portfolio and operating leadership.

Professional Experience

Senior Specialist | BCG | Gurugram

July 2024 to March 2026

- **Generated ~\$366K in value and saved ~1,850 consulting-team hours** across TMT by scaling reuse of prior engagement experience, quality review and GenAI-enabled workflows.
- **Expanded TMT portfolio ownership** from primary responsibility for Media into end-to-end ownership of high-growth Semiconductor and End-User-Device initiatives after a team departure, maintaining continuity across sector support, quality, commercial credentials and stakeholder delivery.
- **Scaled a global Semiconductor capability for consulting teams**, creating 60+ new reusable resources and quality-reviewing 141 materials contributed by junior colleagues across 72 cases, unlocking ~60% additional publishable content and ~\$62K in savings.
- **Improved TMT search and reuse** by simplifying Media content classification and rolling out a team-wide tagging guide, contributing to team-level outcomes of ~40% faster retrieval and 90%+ stakeholder satisfaction.
- **Embedded GenAI into recurring workflows for the TMT knowledge team**, including drafting, summarisation, reporting and content preparation, reducing repetitive effort by ~30%.
- **Mentored 10+ colleagues across the TMT knowledge organisation and multiple geographies** over ~200 hours, onboarding new hires end to end; combined mentoring, a standardised tagging framework and GPT-enabled process improvements to contribute to improvements of ~20% in team effort and turnaround.

Specialist | BCG | Gurugram

January 2022 to June 2024

- **Redesigned and scaled how the practice reused prior engagement experience**, generating ~\$477K in value and saving ~2,600 consulting-team hours across ~140 consulting cases whose experience was curated for reuse, each representing \$5M+ in BCG revenue.
- **Ran TMT's operating rhythm during a six-month manager absence**, overseeing 12 concurrent projects across prioritisation, work allocation, quality and delivery risk; introduced accountability mechanisms that helped the team exceed its output target by ~103% and the practice benchmark for published output by ~46%.
- **Designed a practice-wide change programme** using leadership sponsorship, incentives, communications and behavioural nudges, helping increase reusable project output by ~76% versus 2021 and contributing to a team award for innovation.
- **Rationalised TMT's Media commercial-intelligence portfolio** from 67 to 35 topic pages by removing outdated and duplicative content (~48% reduction), increasing monthly views from ~20 to 100+ (~400%+ increase) and creating the go-to source of prior experience and credentials for Media proposals.
- **Built strategic decision-support products for emerging TMT priorities**, including a GenAI resource hub that became a Top 10 TMT page and a practice-performance dashboard benchmarking TMT against the other 15 practices, providing leadership with a fact base for content, adoption and resource decisions.
- **Selected as 1 of only 3 specialists in a 40-person cohort** to help scale GenAI adoption; led a central GPT prompt library and trained 40 colleagues globally, while an AI-assisted recommendation approach I helped shape cut search time by ~35–40%.

Junior Specialist | BCG | Gurugram

March 2020 to December 2021

- **Built core TMT knowledge processes**, improving project-start documentation completion by ~33%+ and average quality by ~52%, while delivering ~\$267K in value and saving ~1,900 consulting-team hours.
- **Revived a discontinued TMT communications programme** and redesigned its adoption strategy across ~20 editions reaching 1,400+ recipients, increasing open rates from ~50% to 65% (~30% increase).
- **Designed the information architecture, content hierarchy and user journey for 50+ TMT topic pages**; partnered with product owners, developers and UI/UX designers to assess nine core processes and identify seven fixes that were implemented, improving usability, data accuracy and workflow visibility.
- **Cut quality-review effort by coaching an external vendor** over five months to review 3,000+ internal IP pages, reducing BCG oversight from 100% of the vendor's work to 10% sampling (~90% reduction).
- **Authored the knowledge team's first quantified ROI report**, demonstrating 3,037 consulting-team hours and \$275K in net savings.

Education

- Bachelor of Business Administration (BBA), Amity School of Business, Amity University, Noida

Accomplishments and Awards

- Earned two accelerated promotions, progressing from Junior Specialist to Specialist in 21 months versus 36 months (~42% faster); progressed to Senior Specialist in a further 30 months versus 48 months (~38% faster).
- Delivered 40+ tailored case examples and credentials within 1.5 days for an ~\$2.5M Tier-1 pursuit, earning testimonials from an Executive Director, the TMT Knowledge Lead and a Knowledge Management Senior Manager.
- Positioned TMT among the top 5 of 16 practice areas for reusable-knowledge contribution.
- Selected as the only Junior Specialist in a 40-person cohort for a firm-wide initiative strengthening credentials and new-client pitches through verified prior experience.
- Strengthened information governance during a knowledge-platform migration, helping TMT maintain a flawless audit and compliance record and rank 3rd of 16 practice areas for content satisfaction.

License & Certifications

- Lean Six Sigma Green Belt — KPMG
- GenAI: Fluency at Work — Boston Consulting Group (BCG)
- Pre-MBA Statistics — IIM Ahmedabad
- Excel Skills for Business: Advanced — Macquarie University
- Product Management Professional Certificate — Aha!
- Agile Project Management Professional Certificate — Atlassian

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.