

Prafulla Deori

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PROFESSIONAL SUMMARY

Accomplished **Talent Acquisition Leader** with **12+ years of experience** in building and scaling high-performing recruitment teams across **APAC, EMEA, and AMER**. Expertise in **global hiring strategies, employer branding, workforce planning, diversity hiring, and talent analytics**. Proven ability to **optimize hiring processes, reduce offer declines, and enhance candidate experience** while aligning recruitment strategies with business objectives. Passionate about mentoring and fostering a culture of inclusivity and innovation in hiring.

CORE COMPETENCIES

<ul style="list-style-type: none">✓ Global Talent Acquisition Strategy✓ Diversity & Inclusion (D&I) Programs✓ Employer Branding & Recruitment Marketing✓ Campus Hiring & University Relations	<ul style="list-style-type: none">✓ Workforce Planning & Organizational Scaling✓ Leadership & Stakeholder Management✓ Data-Driven Hiring Decisions✓ Process Automation & Recruitment Technology
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PROFESSIONAL EXPERIENCE

Sr. Manager - Talent Acquisition, APAC / Head of Talent Acquisition, APAC

Cradlepoint (Ericsson Enterprise) | June 2021 – Present

- Established **Cradlepoint India R&D Center**, scaling the APAC team from **0 to 250+ employees in 3 years** across **India, Australia, Singapore, Japan, and Malaysia**.
- Led a **6-member TA team**, hiring across **Engineering, Sales, and Corporate functions** in APAC & supported EMEA & AMER region.
- Designed and executed **campus hiring programs**, onboarding **85+ interns** from top-tier institutions (IITs, NITs, IIITs) with **100% FTE conversion** in last 3 years
- Spearheaded **Diversity & Inclusion initiatives**, increasing diversity hiring from **0% to 30%**, achieving **50%+ female representation** in campus hiring.
- Reduced **offer decline rate from 40-50% (market average) to 15-25%** through employer branding and candidate engagement strategies.
- Implemented **no-cost hiring strategies** leveraging **employee referrals, LinkedIn, and career sites**, achieving a **20-30% referral hiring rate**.
- Conducted leadership training sessions on **unconscious bias, structured interviews, and hiring best practices** for managers.

- Strengthened **employer branding** through LinkedIn campaigns, leadership spotlights, and new hire announcements.
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Lead Recruiter (Engineering & Support Hiring), APAC

Cloudera | 2019 – 2021

- Led **engineering and support hiring**, successfully onboarding **300+ professionals** across APAC.
 - Launched and managed **Employee Referral Programs**, significantly increasing referral-based hires.
 - Served as **Talent Branding SPOC**, driving recruitment marketing initiatives and enhancing employer brand visibility.
 - Acted as **Cloudera Care India Ambassador**, integrating **CSR activities with talent strategies**.
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Talent Partner (CloudTech, Acrobat, Photoshop), India

Adobe | 2014 – 2019

- Recruited **500+ engineering professionals** across CloudTech, Acrobat, and Photoshop business units.
 - Specialized in **Diversity & Leadership Hiring**, improving women's representation in tech roles.
 - Managed **full-cycle recruitment**, including **stakeholder & vendor management, campus hiring, and mentorship**.
 - Led **CSR initiatives**, including **tree plantation drives, orphanage support, and skill-building programs**.
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Recruitment Consultant, India

Zyoin Group (Startup) | 2013 – 2014

- Started my career in recruitment, quickly becoming a **top performer** in hiring for multiple clients.
 - Developed **expertise in sourcing, interviewing, and full-cycle recruitment** for startups and product companies.
 - Won **Best Performer Award (Q2 2014)** for outstanding hiring results.
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EDUCATION & CERTIFICATIONS

- Indian Institute of Management, Kozhikode (2022 – 2023)
 - Entrepreneurship and New Venture Creation

- Bangalore University (2011 – 2013)
 - MBA in Human Resource Management
 - Uttarakhand Technical University (2007 – 2011)
 - B.Tech in Information Technology
 - Certifications:
 - People Management - IIM Bangalore (2020)
 - From Peer to Manager - Udemy (2020)
 - Unconscious Bias - LinkedIn (2020)
 - Diversity, Inclusion, and Belonging - LinkedIn (2020)
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KEY ACHIEVEMENTS

- ✓ **Built APAC recruitment** from scratch, scaling teams to **250+ employees**.
 - ✓ Designed and executed **campus hiring programs**, converting **85+ interns into full-time employees**.
 - ✓ Increased **Diversity Hiring from 0% to 30%**, achieving **50% representation in campus recruitment**.
 - ✓ **Reduced offer declines by 25-30%** through employer branding and candidate engagement.
 - ✓ Led hiring across **APAC, EMEA & AMER**, adapting strategies for different regions.
 - ✓ Received multiple awards, including **Adobe Involved Award, Best Performer, Diversity Champion, and Best Recruiter**.
 - ✓ Featured in **Adobe Magazine** for contributions to **talent acquisition & diversity hiring**.
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VOLUNTEERING & CSR

- **Podcast Host & Community Core Member** – I AM A RECRUITER (2024 – Till Date)
 - **Mentor for College Graduates** – Youth For Seva (2018 – 2023)
 - **Cloudera Care India Ambassador & CSR Committee Member** (2019 – 2021)
 - **Tree Plantation, Cycling Events, Clothes Donation, School Painting, Old Age Home Support** – Adobe (2014 – 2019)
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TECH & TOOLS

- ✓ LinkedIn Recruiter | Greenhouse | Workday | Naukri | Social Media Hiring
- ✓ Talent Analytics | ATS Implementation | Employer Branding Platforms