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

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| --- | --- |
| ✔ Global Talent Acquisition Strategy  ✔ Diversity & Inclusion (D&I) Programs  ✔ Employer Branding & Recruitment Marketing  ✔ Campus Hiring & University Relations | ✔ Workforce Planning & Organizational Scaling  ✔ Leadership & Stakeholder Management  ✔ Data-Driven Hiring Decisions  ✔ Process Automation & Recruitment Technology |

**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.

**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**.

**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**.

**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.

# 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)

# 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**.

# 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)

# TECH & TOOLS

✔ LinkedIn Recruiter | Greenhouse | Workday | Naukri | Social Media Hiring

✔ Talent Analytics | ATS Implementation | Employer Branding Platforms