

Meet Puru: Building a Global Cardano as part of EMURGO's Blockchain Advisory Team

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Meet Puru
Consultant

EMURGO.IO



EMURGO drives the adoption of Cardano and adds value to ADA holders by building, investing in, and advising projects or organizations that adopt Cardano's decentralized, third-generation blockchain ecosystem. Headquartered in Singapore, with a global operations team based around the globe, EMURGO is truly international and decentralized.

Welcome back to our "Meet the EMURGO Team" series! In this series, we introduce you to members of our talented team; take a closer look at who they are, and what they do behind the scenes. Previously, we introduced Murasaki - CEO of EMURGO Indonesia and Hoshi - Consulting Manager. This week, let's meet another awesome team member from EMURGO's Consulting unit, Purushotham Maralappa (Puru).

PURU



Consultant

Prior to joining EMURGO, he handled ICO advisory at ICOBench. Other past experience includes work in a multinational telecommunications company and in the healthcare sector as a Senior Business Analyst and Business Intelligence Expert, as well as co-founding an Information Technology company in India.



Puru also gives us his views in the video below, so please check it out now!



<https://youtu.be/S72LFwp1Z50>

Here is also a short interview with Puru.

Could you tell me about your reasons for joining EMURGO?

Puru: Being a software engineer, I am always fascinated about exploring new technologies such as blockchain, artificial intelligence, and big data. I started my journey in the world of blockchain by personally investing in cryptocurrencies, learning smart contracts, acquiring certifications, and assessing ICOs. In mid-2017, I had the awesome chance to meet Charles Hoskinson in Tokyo and started following Cardano because of its vision. Then, I learned that EMURGO was the official venture arm of Cardano, and had the chance to join EMURGO as a Consultant in the Advisory Group.

What experience did you have prior to joining?

Puru: I grew up in a small town in India in a lower middle class family which has helped me to always stay hungry about learning new things to stay ahead of the curve. After graduating with a Master's degree in Computer Application, I co-founded an IT startup which gave me a lot of invaluable knowledge about the tech industry. I have also worked as a software engineer in a healthcare billing company, and afterwards I joined an engineering services company to explore the aerospace domain. I then moved to Japan to work with the biggest domestic telecommunications corporation as a senior business analyst leveraging my accumulated business experiences in engineering.

As I've always kept looking out for new technologies, I've been fortunate to work in different cutting-edge domains over the years - from software development to data visualization tools and project management. Now being passionate about blockchain, I've organized a blockchain study group in Tokyo - to educate newcomers on blockchain technology and its potential business use cases to the real world.



It has now been 6 months since you joined EMURGO. What's your role and can you tell me about your biggest achievement?

Puru: I joined EMURGO as a Consultant in the Advisory Team. Here, I am focused on driving the adoption of Cardano blockchain by establishing relationships with governments and enterprises in the blockchain space, exploring new business opportunities, and offering advisory services to enterprises wishing to implement blockchain-based solutions like Cardano's robust third-generation blockchain.

What are your thoughts on the potential for blockchain technology?

Puru: Blockchain is poised to solve the Internet's biggest problems of privacy, security, and lack of inclusion. Blockchain-based solutions can give us a way to live in a truly democratic and peer-to-peer society that can come to a consensus about the laws and systems of exchanging value.

Blockchain has a wide array of potential business use cases. Currently, the most discussed use case is the facilitation of value transfer without trusted third parties via the usage of blockchain-based smart contracts.

Cardano as the first, third-generation blockchain to evolve out of a research-first driven approach and built to be scalable, sustainable, and interoperable, is equipped to solve these issues and offer stunning use cases in the coming future.

What do you like most about working here at EMURGO?

Puru: The startup culture - it means there isn't any limit to exploring new business opportunities. The environment at EMURGO encourages innovative thinking and fast learning. We all share a common goal of driving the adoption of Cardano by providing the best services in the blockchain space through systems development, education & academy, investment & acceleration, and general advisory services.



What do you think about the atmosphere in the EMURGO office?

Puru: I had prior experience in working at early startups and big corporations. When I was working for a big corporation, I was unable to utilize my full potential, and missed being in a startup atmosphere where I could learn new things and think innovatively.

At EMURGO, the atmosphere is great for innovative thinkers. I can do extensive research while learning new things and feeling free to propose new ideas. It's a great opportunity to work with such friendly people.

How do you feel about EMURGO's core values?

Puru: EMURGO's core values are best suited for me as I always try to stay hungry in learning new things, be bold in connecting and establishing relationships, and stay focused on driving the adoption of Cardano by adapting to a quickly evolving market.

Finally, anything you would like to say to those interested in joining EMURGO in the future?

Puru: If you have new ideas for Cardano blockchain to disrupt existing markets and like to think innovatively, please join us and help grow the company.

Yes: EMURGO team members are dedicated to building a global Cardano together with the community. We believe that the stronger the team we build, the stronger EMURGO and Cardano will be! We always welcome new global talents to join us! Meanwhile, if you are committed to driving the adoption of Cardano for businesses and organizations and adding value to ADA holders, please reach out to us on social media or [email us](#) now.



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EMURGO drives the adoption of Cardano and adds value to ADA holders by building, investing in, and advising projects or organizations that adopt Cardano's decentralized blockchain ecosystem. EMURGO leverages its expertise in blockchain R&D as well as its global network of related blockchain and industry partners to support ventures globally.

EMURGO is the official commercial and venture arm of the Cardano project, headquartered in Singapore, with a presence in Japan, the USA, India, and Indonesia. EMURGO works closely with IOHK and The Cardano Foundation to grow Cardano's ecosystem globally, and promote its adoption. Learn more about the project at <https://emurgo.io>

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