

# P Thomas, Kuriakose John

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## Work Experience

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### Indian School of Business (ISB), India

#### Senior Manager

Oct 2021 – Aug 2023

*(Mid-level leadership and independent contributor role, leading outreach and B2B partnerships for Global Top 50 ranked programs)*

- Promoted EMBA as Programme Head, to drive marketing and admissions for the #1 Ranked EMBA in the country (Global Top 50 program).
- Devised and executed digital and in-person branding, awareness, and knowledge campaigns to realise goals of class size, quality and revenue.
- Individual contributor role realising the revenue and quality targets for a USD 5 million, globally ranked and accredited program; handling a marketing budget of USD 1 million+.
- Steered B2B partnerships for the Weekend EMBA – a USD 12 million program with the largest cohort in Asia, helping the program raise funds for scholarships and cross-selling executive education engagements to leading corporate houses in the country.
- Led the rebranding initiative for the EMBA program that helped reposition the program to achieve targets of growth and diversity.

### MYRA School of Business, India

#### Senior Deputy Director

Sep 2020 – Jun 2021

*(Mid-level leadership role at the innovatively designed boutique business school to lead multiple strategic growth engagements)*

- Managed a team of 10+ to improve market presence, increase admissions, build corporate engagements, and develop partnerships.
- Sales leadership role realising USD 2 million+ in admissions and research-driven knowledge consulting revenue for the business school.
- Partnered with corporates, government, and academia to raise funds for scholarships and growing infrastructure - launch Centres of Excellence including Centre for Entrepreneurship, Centre for Data Science & Analytics (Acer), and Centre for Cybersecurity (UTSA).
- Initiated accreditation and ranking process and helped the school feature in the Top 50 Private B-School Rankings in the country.

#### Deputy Director

Oct 2017 – Aug 2020

- Led marketing initiatives including SEO strategy, digital campaigns, content strategy, and branding initiatives to increase presence and improve brand perception.
- Liaised with International partner Universities in Canada, Portugal, and Germany to develop international programs.
- Launched and promoted flagship branding initiative – One Day MBA – reaching 1100+ professionals in 20+ cities across the country – a project that led to the launch of executive education offerings for the school that helped upsell and drive additional revenue of USD 1 million+.
- Devised the strategic plan for 2020; and executed business objectives to enable organisational change and restructuring.

### The EduBoard, India

#### Higher Education Strategy Consultant

Oct 2015 – Sep 2017

*(Entrepreneurial role in Higher Education Student Advisory to drive student success to International Universities)*

- Provided Higher Education Consulting to prospective students (admissions), and Universities (market entry to India) to enable global education.
- Created the Minimum Viable Product for the business and formulated plan to launch the business.
- Placed 50+ students in Premier Universities and programs across the world. Established global alliances in USA, Canada, Europe, and NZ.

### Cognizant Technology Solutions, India

#### Graduate Engineer Trainee

Oct 2012 – Jun 2013

*(Accelerated Graduate Engineering role in IT Consulting specialising in Cyber Security; handling IT Securities for 19 Global Locations)*

- Delivered IT security consultations to international clients to prevent leakage of sensitive and classified data.
- Researched IT priorities for existing clients to identify new engagement opportunities which led to an increase in client retention.

## Consulting Projects

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### University of Texas at San Antonio (UTSA), USA

Jul 2021 – Sep 2021

- Showcased market analysis of India to the Vice Provost for Global Initiatives and to the Chair of Cybersecurity at UTSA to explore the country.
- Presented the business case for UTSA to enter India, outlining the options and proposing the best cases.

### Digital It Up, India

Jul 2021 – Sep 2021

- Provided start-up advisory for the digital transformation consultancy to launch, define its products, and market to early adopters in the country.
- Developed a road-map for scaling the start-up by securing first 6 paid clients and by launching 3 digital products that defined its revenue model.

### Fluency, London, UK

Jul 2015 – Sep 2015

- Delivered consulting project for the CEO of the technology enabled education platform that offered alternate education for underprivileged.
- Crafted Business Case on Corporate Partnership outlining 'How corporates could engage in partnerships with a *for-profit* social business'.

## Education

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### Bayes Business School (formerly Cass); City, University of London, UK

Masters in Management,

Distinction (Top 10%)

Sep 2014 – Sep 2015

### Anna University, India

B.E. Aeronautical Engineering,

8.33/10 (Top 5)

Aug 2008 – Aug 2012