

Rahul Choudhury

Senior Manager | Internal & Change Communications | Transformation | Executive Communications | AI

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Summary

Senior Communications and Change Leader with 18+ years of experience across corporate communications, management consulting and technology transformation. Expertise spans global internal communications, executive counsel, employee engagement, AI adoption and large-scale change.

- At **Carrier**, lead communications for a global Digital organization of ~1,500 employees, building governance, measurement and employee engagement programs that increased strategic communications work from 40% to 82%, improved email open rates to 67–70%, and scaled an AI resource hub to 32,000+ employees.
- At **Accenture**, led and advised communications across large-scale transformation programs, managed multi-project client portfolios, developed teams and talent, supported business development, and helped run capability-building initiatives within a 50+ person Communications Center of Excellence.
- Earlier at **TCS**, built experience across technology delivery, pre-sales, marketing and Organization Change Management, including 4 ERP implementations, 20+ multi-million-dollar outsourcing proposals, and change support for a global SAP transformation.

Skills

CHANGE & TRANSFORMATION COMMUNICATIONS

Change Communications | Change Management | Transformation Communications | Communication Strategy | Stakeholder Engagement | Employee Adoption | M&A / Integration Communications

INTERNAL & EXECUTIVE COMMUNICATIONS

Internal Communications | Executive Communications | Executive Counsel | Employee Engagement | Leadership Communications | Storytelling | Content & Channel Strategy | Crisis Communications

Work Experience

Senior Manager, Digital Program Management | Global Digital Communications Lead

Feb 2024 - Present

CARRIER

- Led communications for an AI innovation campaign that drove employee participation, resulting in 5 ideas being selected for prototype funding and presentation to the CEO.
- Introduced monthly measurement tracking and reporting across email, SharePoint and Viva Engage, helping lift email open rates from below 50% to 67–70% and grow SharePoint traffic from a few hundred to ~10,000 monthly visits.
- Established a formal communications governance model, introducing intake and prioritization processes that increased strategic work from 40% to 82% within a year and reduced time spent on transactional requests.
- Supported the phased integration of ~250 Viessmann employees into Digital, working with technical SMEs and local leaders on tool-transition materials, multilingual communications, town halls and regional engagement.
- Built and scaled Carrier's AI Hub from a Digital resource into an enterprise destination for 32,000+ employees; the site drew 4,000+ visits in its first week and later reached 16,000 monthly visits.
- Drove communications and enablement for Microsoft Copilot, with the Resource Center sustaining 8,000+ monthly visits and Copilot adoption increasing by approximately 4% during the broader campaign.
- Created the Digital Communications Council for a ~1,500-person organization, giving teams shared templates, standards and resources that brought far greater consistency to communications across Digital within 6 months.
- Led a year-long communications and engagement campaign for Carrier Excellence (Cx), helping drive training completion into the high-90% range and grow the Viva Engage community to hundreds of employee-led posts.

ACCENTURE

Management Consulting Manager

May 2022 - Feb 2024

- Directed change communications across complex transformation programs, advising senior client stakeholders, setting strategy and governance, and overseeing delivery across multiple teams and projects.
- Led and coached communications teams across client engagements, providing senior counsel on delivery challenges, stakeholder issues and scope creep while maintaining quality, timelines and team wellbeing.
- Established a skills-based staffing model that matched people to projects based on capability and development goals, improving project fit and reducing availability-driven resourcing.
- Championed early adoption of AI within the team, using tools such as ChatGPT, Copilot and Midjourney to accelerate persona-based communications, campaign ideation and visual development, while enabling 8 team members to use AI safely and effectively.
- Led communications strategy and launch for Accenture's BOLD leadership program, shaping its brand, messaging and creative rollout for a 35-leaders pilot in 2023.

- **Coached** junior IT team on **Crisis Communications** and **Stakeholder Management** to address **scope creep**, **restoring delivery to plan** and **improving team morale**.

Associate Manager

Nov 2019–May 2022

- **Led communications delivery** across a major client portfolio with **8 parallel projects** and **8 stakeholder groups**, translating transformation requirements into **communication strategies and plans**, **executive materials** and **employee campaigns** while managing a team of **5 resources**.
- Led recruitment for the communications practice, **screening, assessing and interviewing** over **120+ candidates** through **structured case studies** and **interviews** to build capacity for growing client demand.
- Acted as an SME to identify **mismatches** between **client expectations** and **delivery capacity**, intervening early to **reset scope, staffing** and **timelines** before they became delivery or client-escalation issues.
- Managed career development for **7 counselees**, providing **ongoing coaching, performance guidance** and **project support**, while also contributing **thought leadership** and **POVs** on change, communications and emerging technology.

Communication Consultant

Aug 2015–Nov 2019

- Supported **change communications delivery** across **large transformation programs**, developing **communication strategies, stakeholder plans, executive materials** and **employee communications**.
- Reframed **change messaging** from **business-centric language** into **employee-focused narratives** that made complex transformation **easier for affected audiences** to understand.
- **Supported practice leadership** with **executive communications for QBRs and MBRs**, translating project updates, performance data and business priorities into **clear presentations** and **leadership narratives**.
- **Supported business development** for the communications practice by contributing to RFPs/RFIs, developing **solution content** and helping shape **communication approaches** across markets for prospective client engagements.

Consultant

Jul 2011–Jul 2015

TATA CONSULTANCY SERVICES

- Led **4 iON ERP implementations**, managing **requirements, process mapping, training** and **adoption support** to transition manufacturing clients from **manual processes** to **structured ERP workflows**.
- Contributed to **20+ multi-million-dollar outsourcing proposals**, supporting **RFP responses, coordinating inputs across teams** and **developing client presentations** for **global opportunities**.
- Turned R&D innovations into **client-ready brochures, case studies, pitch decks** and **solution briefs** that helped sales teams take **new solutions to market**.
- Supported the **change workstream** for a **global SAP rollout**, spanning **16 geographies** at a **~5,000-employee organization** translating **impact assessments** into **communication, training** and **readiness interventions** for affected employee groups.

Programmer Analyst

Jul 2007–Mar 2010

COGNIZANT

- **Managed** the rollout of **training programs** for a new employee training location in Kolkata, **project-managing** across **vendors, administration, and transport** to ensure smooth operations and a positive **training experience** for entry-level hires.

Education

Post Graduate Program in Management, Marketing

Apr 2010–Apr 2011

Great Lakes Institute of Management  Mahabalipuram

Bachelor of Technology, Electronics & Electrical Engineering

Aug 2003–May 2007

Vellore Institute of Technology  Vellore