

Mr. Anurag Kumar

Founder, Prex Studio | AI Strategy & GenAI Adoption |

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Anurag Kumar is the founder of Prex Studio, where he helps businesses and professionals adopt Generative AI to scale effectiveness and innovation. With over a decade of experience in AI, product development, and digital transformation, he has worked with global enterprises like Wipro and high-growth startups to deliver AI-driven solutions.

Work Experience

Founder – Prex Studio (2020 – Present)

- Helped 3000+ professionals and businesses adopt AI for growth.
- Built custom AI solutions for automation, decision intelligence, and customer experience

Vice President Marketing – Inviz AI (2021 – 2022)

- Scaled adoption of AI-powered search and intelligence solutions.

Global Business Manager – Wipro (2015 – 2020)

- Led AI adoption and digital transformation for Fortune 500 enterprises.
- Designed AI-powered patient engagement assistants and predictive analytics models for care management, reducing operational costs and improving patient outcomes.
- Drove innovation projects in AI, IoT, and automation at Wipro's ENU Digital and Innovation Center (Mountain View).

BIZense & Adatrix (2010 – 2013)

- Core engineering and analytics roles in India's first ad exchange platform.
- Published early research on digital advertising trends and consumer insights.

Ongoing Projects: Usiru: Generative AI for Mental Wellness Usiru, a digital mental health companion that helps individuals move from "survive to thrive."

- Combines emotion-aware AI, goal-driven tracks, and professional support.
- Tackles India's mental health treatment gap, stigma, and language barriers.
- Positioned as a first-step wellness solution, with Generative AI acting as a companion reflector, not a therapist.

Education

- MBA – IIM Bangalore (2015)
- B.Tech – IIT Bombay (Aerospace Engineering, 2010)