



PRAVEEN KUMAR

Founder & Chief Decision Maker

WILD CREEK WEB STUDIO


Curator

Human Algorithm

Named in 2024 Top Business
Leaders by Economic Times

Named as Leading SEO
Consulting Company in India
2023

Named as 2023's SEO Agency of
the Year (India)

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PROFILE

In an industry crowded with noise and hype, Praveen Kumar is known for bringing clarity to digital strategy. A self-taught strategist with more than 18 years of experience, he helps leaders and organizations filter trends from the noise, focus on what truly drives business outcomes, and build digital systems that lasts.

As the Founder of Wild Creek Web Studio, Praveen has led projects that delivered measurable impact - from 5X growth in qualified leads to 50% lower acquisition costs, and complete turnarounds in brand visibility and positioning.

His clients span industries including technology, education, retail, real estate, and healthcare - from fast-growing startups to established enterprises across India, APAC, and the U.S.

Praveen's approach combines strategy, structure, and storytelling. He is widely recognized for his ability to make complex digital topics simple and actionable for decision-makers. His frameworks on Human Algorithm - blending AI efficiency with human clarity and judgment - have been adopted in boardrooms and leadership sessions to help teams rethink marketing in the age of AI.

He was featured among the Top Business Leaders 2024 by The Economic Times and named SEO Agency of the Year (2024 & 2023) for Wild Creek. Earlier, UpGrad.com recognized him as one of India's Top Digital Marketing Experts and Best Mentor.

Praveen has spoken at leadership gatherings and innovation hubs such as IIT Madras Research Park, where he shares practical strategies on digital transformation, brand growth, and navigating the new AI-driven marketing landscape.