

Jade Kurian

President and Co-Founder, latakoo

Jade Kurian is President and Co-Founder of latakoo, provider of an end-to-end solution for fast, secure transfer and delivery of large files. Jade has more than 20 years experience in all facets of broadcasting and broadcast technology. She is an operational expert, having managed staff and coordinated crews while traveling the world.

Jade is a patent holder for some of the technology built at latakoo. Under her leadership, latakoo has grown to serve the largest broadcasting companies around the world including television stations, production companies and marketing firms. Jade serves on the Board of Directors of IABM and the board of the fund for Texas Campaign for the Environment. IABM named latakoo its 2020 Broadcaster/Media Company of the Year. Jade was also honoured with TVNewsCheck's prestigious 2020 Women in Technology Futurist Award which celebrates

women who have pioneered new technologies and have significantly influenced the development of media industry technology.

What is your biggest learning professionally as the business leader?

On your way to building great technology, you realise that in the end, it's all about people – the people who build it, the people who use it.

With all the AI that's out there and still to come, it's still really about how people will use your service or product. That's the market.

If you build a culture that challenges, respects and rewards people, your team will, in turn, exude a sense of ownership and innovation.

Name one way in which your experience of the past 12 months has changed your business / or influenced a business decision?

We have learned not to cut corners when it comes to hiring. Recruiting has always been at the top of our list, but it is now a primary strategy. Our goal is to find the absolute most skilled person for the job. Having the right person makes a profound difference in the company's success and the customers' success.

Is there a particular team or organisation whose culture you admire – and why?

We quote both Martin Luther King Jr. and LinkedIn founder Reid Hoffman quite a bit. From both of them, we have latched on to a similar message: now is the time.

Reid Hoffman said, "If you are not embarrassed by the first version of your product, you've launched too late." It's a tough place to be when you know that a service or product is still a hair's breadth from beta. It is not yet perfect, but if you don't release and get feedback, your idea of perfect may not be perfect at all for your users.

The MLK message of the 'fierce of urgency of now' is one we follow every day in various aspects of our lives because we understand that tomorrow is too late: *"We are now faced with the fact that tomorrow is today. We are confronted with the fierce urgency of now. In this unfolding conundrum of life and history, there 'is' such a thing as being too late. This is no time for apathy or complacency."*

What do you feel is the biggest strength of your company right now?

There is no other company that really does what latakoo does, or supports customers the way we support ours. We almost become a member of our client's teams, working together as one team to overcome obstacles

and solve problems at the speed of news. As such, latakoo is typically listed as one of the best partner vendors, we steadily grow with current clients, and our customer churn is microscopic.

In your opinion, what is the next curveball to shape/hit the industry you serve?

If we've learned anything, it's that we should always be ready to embrace change. The entire industry is undergoing a massive transition – from the technology stack to the business model itself, including who pays for what. How and where people work has been in rapid change since the pandemic.

Broadcast television as we know it may no longer exist in a few years as the digital landscape and new distribution models permeate into everything. Those who succeed are literally called upon to invent a future that does not exist today.

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