



# DEEPANSHU GOYAL

DIGITAL SPECIALIST AT MCKINSEY & COMPANY

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[Website](#) | [Github](#) | [Tableau](#) | [LinkedIn](#)



## EXECUTIVE SUMMARY

Deepanshu has completed PG in Business Analytics from ISB, Hyderabad and currently pursuing Advanced PGP in Deep Learning from IISc, Bengaluru.

He is passionate about building customer centric products and help organizations build digital capabilities to grow and thrive in this digital era.

He has 13 years of experience in building Consumer and Enterprise apps across industries such as Pharmaceutical, Education, Public Sector, Entertainment, Telecom & Healthcare.

Some of his previous work includes:

- Lead the digital transformation / e-governance program for two departments in Government of Haryana,
- Build an online healthcare service business from scratch contributing 50% of the top line,
- Build a new digital business (Ed Tech platform) for a brick and mortar institute in North India,
- Build the MVP for a popular video streaming app in 2012,
- Founded scrum alliance agile community and conducted 36+ workshops and 4 annual conferences in North India

## PRODUCT & TECHNICAL SKILLS

- ENTREPRENEURSHIP
- PRODUCT IDEATION
- USER PERSONAS & JOURNEY MAPS
- PRODUCT STRATEGY & ROADMAP
- PRODUCT DEVELOPMENT & MANAGEMENT
- PRODUCT ADOPTION
- PRODUCT ANALYTICS
- AGILE & SCRUM FRAMEWORK
- ARTIFICIAL INTELLIGENCE
- MACHINE LEARNING
- DEEP LEARNING (COMPUTER VISION & (NLP)
- SCRIPTING LANGUAGE - PYTHON & R
- DATA VISUALIZATION - TABLEAU & POWER BI
- DIGITAL MARKETING & MARKETING ANALYTICS
- CLOUD COMPUTING

## ACADEMIC QUALIFICATION



Advanced Post Graduate  
Programme in Deep  
Learning, IISc, Bengaluru  
(2021 - 2022)



Advanced Management  
Programme in Business  
Analytics, ISB, Hyderabad  
(2019-2021)



Post Graduate Certificate  
Programme in Business  
Management, MICA, Ahmedabad  
(2016-2017)



B.Tech in Information &  
Technology, Punjab  
Engineering College, Chandigarh  
(2004-2008)

Date of Birth: 11th October 1986

Languages Known: English & Hindi

Address: A 503, Medinova Towers, Sector-56, Gurugram-122011, Haryana

## WORK EXPERIENCE

1

**Software Engineer at CSC (Computer Sciences Corporation), Noida  
(Aug 2008 - Aug 2010)**

Deepanshu started his career as a mainframe developer writing code in COBOL language. He worked for an insurance client and was part of claims team, which used to process 1 claim every 4 second.

2

**Founder at Leanberg Technologies, Mohali  
(Sep 2010 - Oct 2013)**

He founded Leanberg Technologies with an aim to provide customized mobile and web solutions to domestic as well foreign clients

Some of the key work includes: lead the digital transformation program for two departments in government of Haryana, build an online healthcare service business from scratch contributing 50% of the top line, build the MVP for a popular video streaming app in 2012 and the list goes on....

4

**Digital Specialist at Mckinsey & Company, Gurugram  
(May 2015 - Present)**

In McKinsey, he is working as Digital Specialist Consultant for Digital & Analytics Practice in Asia region

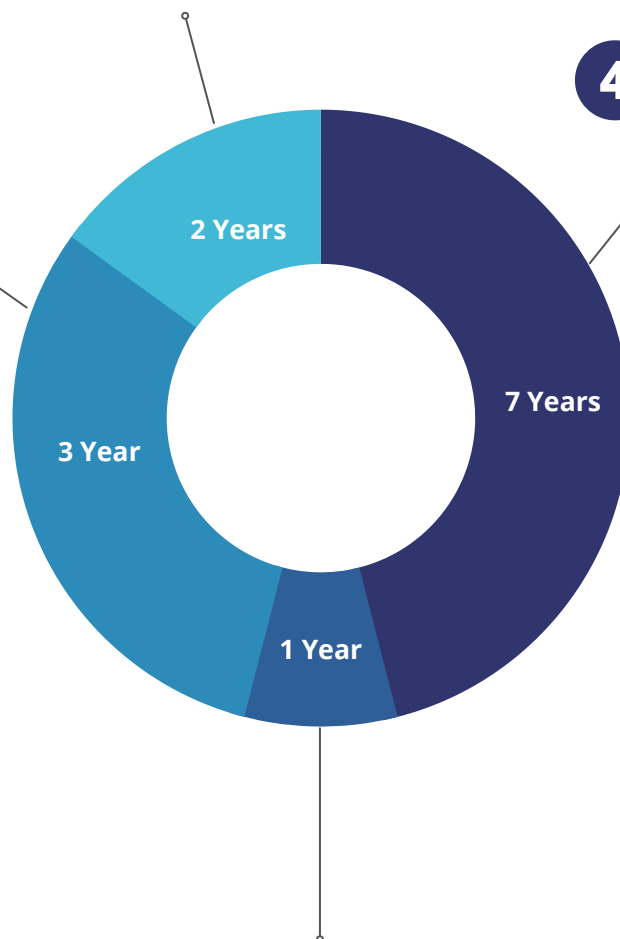
In his current role he help clients across industries such as Pharmaceutical, Manufacturing, Telecom & Healthcare build new digital business or build digital capabilities for efficiency and growth

3

**Digital Product Manager at Hitbullseye.com, Chandigarh  
(Oct 2013 - Oct 2014)**

Hitbullseye is the fastest growing online MBA test-prep portal in India, ranked 2nd in Alexa ranking in the MBA category and mentored more than 1,00,000 students,

As a product manager, deepanshu's role was to ideate and create an Ed Tech platform for students to learn concepts via online videos, take mock exams, analyze performance in different topics for a targeted learning. Hitbullseye Android and iOS app was an outcome of his 1 year stint with them



## ACHIEVEMENTS

- ISB Merit Scholar (Dean's List) - Among top 5 students of AMPBA Class of 2020w
- Among top 100 candidates selected globally for International Antarctica Expedition (IAE) 2017 on climate change
- TEDx Speaker