DEEPANSHU GOYAL

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CAREER SUMMARY

- Overall **14+ years of experience in building digital products** (D2C & B2B) across industries such as Manufacturing, Pharmaceutical, Education, Public Sector, Entertainment, Banking & Healthcare
- **Post Graduation in Artificial Intelligence** with 4+ years of experience in AI & Advanced Analytics products
- **4+ years of entrepreneurial experience** in running a startup and taking a successful exit
- Founder of Agile Chandigarh - Official Scrum Alliance User Group; **Conducted 36+ workshops** on Agile and Scrum framework and **4 annual conferences in North India**

PROFESSIONAL EXPERIENCE

DIGITAL EXPERT at MCKINSEY & COMPANY (May 2015 - Present)

- Built a digital product for a leading steel manufacturing client in India with 400+ sales team and 25K+ customers; **Reduced NVAT (Non-Value Added Time) of sales team by ~40% and enabled an annual growth of 25-30%**
- Built a D2C digital lending journey for a NBFC client in India with 10K+ MAU; **reduced the TAT from application initiation stage to disbursement from 16+ days to <7 days**
- Built a tablet based digital product for the 10K+ sales team of a leading pharmaceutical client in India. Core feature has an **adoption rate of 97%, enabled an incremental annual growth of 5-10%**

CO-FOUNDER at LEANBERG TECHNOLOGIES (September 2010 - October 2014)

- Built D2C Ed Tech platform for hitsbulleye.com; 30K+ MAU, contributing 10% of the topline
- Built D2C e-governance platform for labor department Government of Haryana. Reduced the online certificate generation process from one month to 2 weeks
- Built D2C healthcare business enabling wound care services at home contributing 50% of the top line in the 1st year

SOFTWARE ENGINEER at CSC (August 2008 - August 2010)

- Mainframes developer for UK based Insurance company. Handled claim process, generating 1 claim every 4 sec

PRODUCT & TECHNICAL SKILLS

- PRODUCT MANAGEMENT
  - USER PERSONAS & CUSTOMER JOURNEY
  - PRODUCT GOALS & SUCCESS METRICS
  - PROTOTYPE / WIRE-FRAMES
  - PRODUCT STRATEGY & ROADMAP
  - PRODUCT LIFECYCLE MANAGEMENT
  - GTM STRATEGY / PRODUCT LED GROWTH
- ARTIFICIAL INTELLIGENCE
- MACHINE LEARNING
- DEEP LEARNING (COMPUTER VISION & NLP)
- SCRIPTING LANGUAGE - PYTHON & R
- DATA VISUALIZATION - TABLEAU & POWER BI
- CLOUD COMPUTING
- ENTREPRENEURSHIP

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)

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