DEEPANSHU GOYAL

DIGITAL SPECIALIST AT MCKINSEY & COMPANY

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Website | Github | Tableau | LinkedIn

EXECUTIVE SUMMARY

Deepanshu is a product leader with 14 years of experience in building Consumer and Enterprise apps across industries such as Pharmaceutical, Education, Public Sector, Entertainment, Telecom & Healthcare.

At Mckinsey, he is working as digital consultant for DnA Asia practice. He is passionate about helping organizations imagine, build and scale digital businesses that can deliver growth and consumer value. Some of his previous work includes:

- Built a (D2C and Assisted) digital lending journey for a NBFC client in India; **reduces the TAT from application initiation stage to disbursement from 16+ days to <7 days**
- Built a digital sales platform for a leading pharmaceutical client in India. Complete customer delight with an avg. **adoption rate of 97% enabling them to achieve the long term goal of increasing the top line by 5-10%**
- Built a new digital business (Ed Tech platform) for a brick and mortar institute in North India, enabling students to get admission to their dream college and **contributing 10% of the top line in the 1st year**
- Built an e-governance platform for labor department Government of Haryana. This platform not only introduced transparency but also reduced the c**ertificate generation process from one month to 2 weeks**
- Built a new online healthcare business enabling wound care services at home **contributing 50% of the top line in the 1st year**
- Founded scrum alliance agile community and conducted 36+ workshops and 4 annual conferences in North India

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)

PRODUCT & TECHNICAL SKILLS

- PRODUCT MANAGEMENT
  - USER PERSONAS & CUSTOMER JOURNEY
  - PROBLEM SOLVING
  - PRODUCT GOALS & SUCCESS MATRICS
  - PROTOTYPE / WIRE-FRAMES
  - PRODUCT STRATEGY / PRODUCT MARKET FIT (PMF)
  - PRODUCT ROADMAP & EXECUTION
  - GTM STRATEGY / PRODUCT LED GROWTH
  - PRODUCT ADOPTION 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

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 help clients make distinctive, lasting, and substantial improvements in their performance using digital solutions

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 an digital expert consultant for DnA Asia practice.

In is current role he is helping organizations across industries imagine, build and scale digital businesses that can deliver growth and consumer value.

2 Years

3 Year

1 Year

7 Years

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
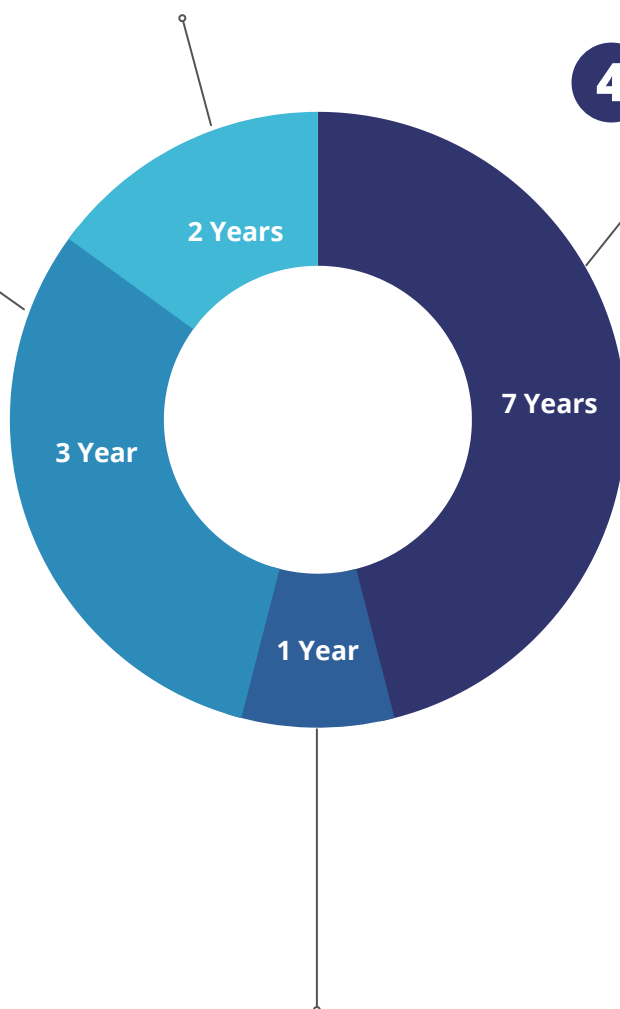
ACHIEVEMENTS

- 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

FEATURED IN ET THE ECONOMIC TIMES | HUFFPOST UNITED KINGDOM | THE TIMES OF INDIA | THE HINDU