

Deepak Bansal

Product & Growth Strategy | GTM Strategy | Strategic Accounts | Business Development

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SUMMARY

Results-driven Product Strategy and Business Growth professional with 3+ years of experience driving product management, go-to-market (GTM) strategy, strategic account management, and business transformation across the BFSI and Data & AI sectors. Proven track record of launching and scaling digital products, accelerating customer acquisition, optimizing CRM and sales processes, and enabling enterprise growth through data-driven decision-making and cross-functional collaboration. Experienced in product commercialization, strategic client management, Power BI analytics, sales enablement, and stakeholder management, with a strong focus on delivering measurable business outcomes, improving operational efficiency, and driving digital adoption.

EXPERIENCE

Data Sutram

Associate Director Strategic Account

Mumbai, India

Jun 2026 – Present

- Managing a portfolio of 10 leading NBFC clients, building executive relationships and driving engagement for Data & AI solutions across the BFSI sector.
- Driving business development by identifying growth opportunities within existing accounts, engaging prospective BFSI clients, and contributing to new enterprise client acquisition.
- Presenting Data Sutram's Data & AI solutions to CXOs and collaborating with cross-functional teams on solution discussions, proposals, and digital transformation initiatives aligned with client business objectives.

Family Business (JMD Enterprises)

Head of Growth

Hisar, India

Dec 2025 – May 2026

- Reduced working capital cycle from 60 to 30 days by strengthening relationships with regional retail partners ensuring business continuity amid rising capital demands.
- Implemented strategic account management practices that enhanced cash flow efficiency and supported business sustainability.
- Facilitated regular communication with key stakeholders, fostering trust and collaboration to drive operational improvements.

IIFL Finance

Associate General Manager

Mumbai, India

May 2025 – Dec 2025

- Redesigned lead allocation workflows, boosting monthly new customer acquisition by **200%** across 2,800 branches.
- Reduced lead-to-contact TAT from 4 working day to 8 hours, increasing monthly disbursements for new customers by **320%**, from ₹100 crore to ₹420 crore.
- Implemented A/B testing on contact strategies, enhancing branch-level conversion through refined scripts and follow-up cadences.
- Developed Power BI dashboards for cohort performance tracking, enabling data-driven decisions and aligning **350+** sales leaders.
- Launched LMS-based training for 14,000+ employees, increasing product penetration and embedding digital lead prioritization into daily huddles.
- Collaborated with marketing and tech teams to optimize digital lead flow in CRM, enhancing efficiency and downstream conversion.

IIFL Finance

Product Manager - Business Loan

Mumbai, India

May 2024 – May 2025

- Generated a ₹25 crore loan book in 3 months by targeting high-turnover SMEs, contributing **17.5%** of branch volume.
- Scaled the business loan app to 2,600+ branches in 15 days using a standardized, replicable playbook.
- Outperformed benchmarks with a **70%** higher average loan size by focusing on high credit score profiles.

- Spearheaded app adoption for 13,000+ staff, improving utilization and digital conversions across 2,800+ branches.
- Developed and launched a digital training module for 13,000+ sales employees, enhancing app usage effectiveness.

IIFL Finance

Management Trainee

Mumbai, India
May 2023 – May 2024

- Formulated and executed the go-to-market strategy for 'MyMoney' SaaS, expanding reach across 3 cities and 112 branches in Gujarat within 15 days using a replicable expansion playbook.
- Designed a 10-part video training module to simplify platform navigation, enhancing customer adoption and employee onboarding.
- Delivered 4 high-impact cross-functional projects across fintech, HR, & lending (2x peer average) driving business impact

MullenLowe Lintas Group

Internship

Mumbai, India
Nov 2022 – Jan 2023

- Assisted in developing digital marketing strategies for VIM bar & liquid, enhancing brand visibility and engagement.
- Gained experience in strategic account management by contributing to the planning and execution of multi-channel marketing campaigns.

RPG Group

Summer Intern

Mumbai, India
Apr 2022 – Jun 2022

- Co-authored a white paper on CBDC, enhancing strategic understanding of digital currencies in the BFSI sector.
- Identified and recommended 20+ potential market offerings for CBDC, supporting market expansion initiatives.
- Received a Pre-Placement Offer (PPO) from RPG Group, recognizing contributions to digital transformation projects.

EDUCATION

Master's Degree in Marketing & Strategy • GPA: 2.68/4.33

IIM Ahmedabad

Jul 2021 – Jun 2023
Ahmedabad, India

- 1 among 4 students who were awarded with PGP 2003 Merit-cum-Means Scholarship for Differently Abled Students with an amount of INR 11.50 lakhs
- Awarded INR 4.9 Lakhs Need based scholarship for 2 year Term.

Bachelor's Degree in International Business and Accounting & Finance • GPA: 8.01/10

Symbiosis Centre for Management Studies Pune (Symbiosis International University)

Jul 2018 – Jun 2021
Pune, India

- Published a Research Paper on Total Quality Management in an International Journal 'IJCRT'

SKILLS

Strategic Growth & Business Development: Strategic Growth, Business Strategy, Business Development, Revenue Growth, Market Expansion, New Business Acquisition, Strategic Partnerships, Enterprise Sales, Strategic Account Management, Key Account Management, Client Relationship Management, Stakeholder Management

Go-to-Market & Product Strategy: Go-to-Market (GTM) Strategy, Product Marketing, Product Management, SaaS Product Management, Product Launch, Product Adoption, Product Commercialization, Pricing Strategy, Product Positioning, Product Growth, Customer Lifecycle Management

Demand Generation & Growth Marketing: Demand Generation, Digital Marketing, Performance Marketing, Funnel Optimization, Conversion Rate Optimization (CRO), A/B Testing, Lead Generation, Lead Management, CRM Strategy, Customer Acquisition, Customer Retention, Sales Enablement

Data Analytics & Business Intelligence: Power BI, SQL, Dashboard Reporting, MIS Reporting, KPI Reporting, Data Analytics, Cohort Analysis, Funnel Analytics, Business Intelligence, Data-driven Decision Making

BFSI & Digital Lending: Retail Lending, Business Loans, SME Lending, Loan Origination, Digital Lending, FinTech, Financial Services, Credit Operations, Risk Assessment, CBDC, Banking Operations

Sales Enablement & Operations: Sales Strategy, Salesforce Expansion, Sales Operations, CRM, Training & Development, LMS, Process Standardization, Change Management, Cross-functional Leadership

Leadership & Stakeholder Management: Leadership, Team Management, Cross-functional Collaboration, Program Management, Project Management, Executive Stakeholder Management, Strategic Planning, Operational Excellence

CERTIFICATIONS

Global Strategy II: Doing Business in The Global Economy

Univeristy of Illinois

Project Management

Saylor Academy

The Hidden Value - Lean in Manufacturing and Services

Ecole des Ponts ParisTech & Boston Consulting Group

Management and Financial Accounting: Know Your Numbers 1

Macquarie University

Introduction to Data Analysis Using Excel

Rutgers University

Strategic Management

Saylor Academy

The Future of Payment Technologies

University of Michigan

The Fundamentals of Digital Marketing

Google & IAB

AWARDS

Employee of the Month

IIFL Finance

2025

VOLUNTEERING

THE CLIMATE REALITY PROJECT

Volunteer

PUBLICATIONS

Assessing Total Quality Management Adoption Rates as a Comparative Study among the Three Sectors of Indian Economy

IJCRT - International Journal of Creative Research and Thoughts

2020