

## **RESOURCE PERSONS**

**Deepak Goel (Founder, Edu4Sure.com Started in 2013)**

**Expertise: Digital Marketing/ Entrepreneurship**

**Experience: 9+ Years**



Deepak Goel is an Entrepreneur with a focus on Education. He has delivered more than 100 Workshops on Digital Marketing & Entrepreneurship in Corporate. He successfully created experienced trainers pool to develop skills in people of all level of corporate. His start-up ‘Edu4Sure’ (Founded in 2013) has trainers from 25 main areas AI, Analytics, Excel, Robotics, Ethical Hacking, Soft Skills, Leadership, NLP, Digital Marketing, Yoga, PoSH etc. More can be found on [edu4sure.com/trainers](http://edu4sure.com/trainers)

Deepak has experience from world’s top MNCs like Nielsen India, IMRB International, Pfizer, SMEs like LiqidEnglishEdge, Careers360, Entrance360, AakashiTutor and Start-ups like Dial Medicines, Hallmark to name a few. He also worked as Entrepreneur in Residence at LiqidEnglishEdge to hone his entrepreneurial skill. He also has own start-ups experience.

Deepak participated as one of the Co-panellist in the events of Start-up India, Delhi University & various events of B Schools & Engineering colleges. He Selected in Start-up Boot camp 2015 of Google & Boot camp 2014 of Amazon. He also Speaker at an International Conference on Digital Media. His area of Interest is Innovation & Entrepreneurship. During MBA, he worked with capsugel division at Pfizer during his Internship and some corporate projects with Mattel toys, Abnitio Advertising Pvt Ltd, TATA AIG and CSR activity with Merck India. Good experience in Sales & Marketing.

At Nielsen & IMRB International, He has done extensive analysis of data on various projects and provided insights and solution to client on various marketing and branding projects. Deepak has been guest author at [YourStory.com](http://YourStory.com) & [TheStartupJournal.com](http://TheStartupJournal.com) and guest lecturer at B Schools.

Specialties: Quick learner, Solution design, Self Starter, Strategy Formulation & Implementation, Client Relationship & Management, Motivated & Drive others, Knowledge Sharing , Positive Attitude, Analyst, Entrepreneurship skills.

**Name: Arpit Garg (Account Strategist at Google India)**  
**Expertise : Google Adwords**  
**Experience : 9+ Years**



Arpit has a strong interest in the digital and technology space and has 9+ years of industry experience across global corporations.

Academically, Arpit completed his B.Tech (Electronics & Communication) from Jaipur and MBA (General Management) from NMIMS, Mumbai. Arpit is a thought leader and has published papers on Technology Innovation in the International Conference on Sociality and Economics Development, IACSIT Press, Singapore.

He has also worked as a Social Media Marketing Lead at Mumbaivotes.com which has created the most comprehensive portal for reliable, unbiased, perceptive and performance-based information on our local elected political representatives.

Currently, he is working with Google in the online digital ad space, helping clients achieve their marketing goals, prior to which, he has been working with Deloitte and Ericsson.

**Name: Shivika Sethi (Senior Strategy Consultant, KPMG)**  
**Expertise : Digital Marketing / Strategy**  
**Experience : 7+ Years**



Shivika is a senior strategy consultant, having around 5 years of experience in business , technology and strategy consulting. She is a result oriented technology and innovation consultant with specialization in area of digital marketing and strategy.

Currently she is working as a Senior Consultant in the Digital Strategy of KPMG with projects on executing transformation, Business and Finance, As Is, To Be, value chain, customer journey mapping, digital platform prototyping, competitor analysis, bench marking, 2 by 2 matrix Go-To-Market, Ecosystem Partnerships.

She has worked for startup and global leaders giving her a wider perspective. In all consulting assignments, she has worked with C-suite employees.

She has co-authored couple of whitepapers, recently co-authored the KPMG Fintech Report 2018: Fintech in India – Powering a digital economy.

She loves working with Edu4Sure on weekends to share the knowledge in the best possible manner. She was once the Digital Marketing Trainee at Edu4Sure where she learned Digital Marketing from scratch. She also attended various boot camps organized by Edu4Sure to keep herself updated. She believes “sharing knowledge is gaining knowledge”.

She loves to teach the case studies and real problems in Digital Marketing. In long run, she wants to run her own business.