

NITESH GOYAL

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Business transformation leader with 13+ years across **strategy consulting (PwC, KPMG)**, **FMCG sales leadership**, and **brand management (Mahindra, United Breweries)** — spanning GTM and route-to-market transformation, customer experience and loyalty, B2B channel transformation, digital transformation, and business development. Sold and delivered **₹3.5–4 Cr+ consulting engagements** across FMCG, beauty & personal care, automotive, tyres, cement, steel, chemicals, hospitality, agro-inputs, and aerospace & defence. Twice-published CX author; practice **AI Centre of Excellence lead**; Chairperson's Award winner and two early promotions at PwC.

KEY SKILLS

GTM Strategy · Route-to-Market (RTM) · Sales & Distribution · General Trade, Modern Trade & E-commerce · New Product Launch · Price-Pack Architecture · Micro-Market & Whitespace Strategy · Distributor Management · Sales Force Effectiveness · AOP & Target Setting · Customer Experience (CX) · Customer Journey Redesign · Loyalty Program Design · Consumer Insights & Market Research · Business Development · Growth Strategy · Digital Transformation · Change Management & Adoption · Sales Training & Capability Building · Financial Modelling · Brand Management & Media Planning · P&L Management
Tools & Tech: Salesforce · SAP CX · Bizom · M-Assist · SFA · DMS · CRM · QGIS · Generative AI (Copilot agent-building, ChatGPT, Codex)

WORK EXPERIENCE

KPMG India — Director, Business Transformation

Mumbai | Dec 2025 – Present

- Sold a **₹3.5 Cr GTM transformation for a leading Indian FMCG** (edible oils, staples, snacks) within two months of joining — one of the practice's largest single GTM mandates in two years; led the full proposal, solution design, and commercial structuring.
- Designed the **0-to-1 launch of a new category**: price-pack architecture, full margin stack (distributor, retailer, COGS), L1/L2 salesforce structure, beat planning, and ward-wise onboarding — live across **30,000 retailers at 76% productivity**, with a repeatable playbook for market-by-market scale-up.
- Identified **whitespace micro-markets** for the core business by consumption density, competitive intensity, and distributor capability; introduced QGIS-based market mapping to the practice.
- Built field capability: **onboarded and trained 42 distributors and 300+ salespeople** (train-the-trainer + scenario-based end-user batches); redesigned the **sales incentive structure** to align field behaviour with program goals.
- Lead the practice's **AI Centre of Excellence**: AI use cases across channel and consumer journeys; vendor evaluation on capability, integration, cost, and scalability. Built a personal Copilot GenAI agent for proposal acceleration.

PwC India — Associate Director, Customer Transformation

Mumbai | May 2019 – Dec 2025

Two early promotions · Chairperson's Award (2024) · National Advisory Excellence Award (2022) · "Towards Leadership" program

Growth Strategy, GTM & Sales Transformation

- Drove **+1.2% market share** for a leading beauty & personal care company: FY25 AOP piloted across top 20 towns (80% of business), **price-pack architecture across GT, MT, and e-commerce**, SKU rationalisation, distributor restructuring (7 replaced in Delhi-NCR pilot), and sales-call redesign from field DILO studies.
- Built a **5-year growth strategy for a major agrochemical company**: district-level growth-market archetypes, a category-first Farmer Engagement Program with CRM-backed 360° visibility, and QR-based traceability enabling dealer and farmer loyalty.
- Created a **10-year growth strategy for a leading aerospace & defence organisation** using PwC's Capability Driven Strategy framework — core focus areas, adjacencies, new geographies, and order-book planning.

Customer Experience, Loyalty & Digital Transformation

- Designed a cross-BU **loyalty program for one of India's leading hotel chains** and its foods division: consumer insighting, personas, tiered benefits, and a **10-year self-funding financial model** — projected 2.5x member base, 2.5x top-tier spends, 11% YoY activity-rate growth, and 2.2x non-stay spends over 5 years.
- Led two **CX-led digital transformations for a leading tyre MNC** — end-to-end SFA/DMS implementation and dealer-network adoption: **78% call-centre FTE reduction, 70% TAT reduction, 20% sales-efficiency gain; Global SAP Award**, model replicated across markets.
- Created a complete **B2B CX redesign for a leading MNC industrial gas supplier**: primary research into channel-partner purchase triggers and motivations, journey breakage-point mapping, and benchmarked future-state ways of working.

- Delivered **DMS-led channel transformations for a major cement manufacturer and a leading steel company** — dealer research, future-state processes, and roadmaps integrating dealer onboarding, engagement, loyalty, pricing visibility, and promotion efficacy.
- Redesigned channel-partner experience for a leading steel manufacturer; built a **global process-harmonisation roadmap** for a multi-country chemicals player; defined ERP-led processes for a scaling luxury retailer; and diagnosed field-level journey inefficiencies for a heavy construction machinery player.
- Ran the **change-management and adoption track** of every rollout: train-the-trainer programs and **four dealer conferences of 300+ dealers each** — communication, pre-launch, launch, and post-launch usage monitoring.

Business Development & Thought Leadership

- Structured and closed consulting engagements worth **₹4 Cr+ each** across consumer goods, automotive, industrials, and hospitality; packaged CX, digital GTM, and loyalty offerings into reusable solutions.
- Co-authored PwC India's flagship reports **"CX in the Age of AI and Beyond" (2025)** and **"Unlocking Growth: Leveraging CX in Today's Hyperconnected World" (2024)** — 35+ CXO interviews across auto, retail, BFSI, hospitality, and media; introduced the RoI-to-RoX shift.
- Led PwC's knowledge partnership at **ET Brand Equity Shark Awards 2025** — judging rubric, end-to-end campaign evaluation, and grand-jury moderation with the MDs of Britannia, L'Oréal, and Castrol.
- Designed and delivered a **strategic-thinking workshop for the high-potential leadership cohort of India's largest paints company**, building bespoke case studies from scratch.

Mahindra & Mahindra (Automotive) — Brand Manager

Mumbai | Dec 2016 – May 2019

- Managed brand operations for a **₹8,000 Cr+ portfolio** (TUV300, Bolero, Verito, Xylo); launched three brands nationally, including a **₹45 Cr cross-screen repositioning campaign** — 25,000 TV spots, 802 GRPs, 80% linear reach, 700M+ digital impressions, 50M+ reach.
- Ran static + dynamic consumer research uncovering **hidden purchase motivations and price elasticity** — lifted purchase intent from 3.58 to 4.08; managed ₹6 Cr+ annual digital budgets with channel-level ROI measurement.
- Created annual sales and brand growth plans from historical data, consumer trends, and policy signals.

Mahindra & Mahindra (Automotive) — Area Sales Manager

Mumbai, Goa | Jul 2015 – Dec 2016

- Owned **dealer profitability** (cost structure, high-margin mix, lead generation); ran the 'Operation Arjun' conversion pilot — data fill rates 40%→90%, conversions +3%.

United Breweries Ltd. (Kingfisher) — Area Sales Manager

Ranchi | Jun 2013 – Jul 2015

- Accountable for all trade channels in Jharkhand — **₹140 Cr+ revenue book; state's highest-ever primary sales (FY15)**; improved net contribution by ₹4/case (₹27 lac annual P&L impact).

Colgate-Palmolive India — Summer Intern

Mumbai | Apr – Jun 2012

- Competitor analysis and digital-marketing channel identification for Colgate Total AW.

EDUCATION

PGDM, Marketing & Sales — IMT Ghaziabad (2011–2013)

B.Tech, Information Technology — MPSTME, NMIMS University (2007–2011)

AWARDS & RECOGNITION

- PwC Chairperson's Award — first-ever, for excellence in sales & execution of a strategy account (2024)
- National Advisory Excellence Award for a strategic account project (2022) · Two client quality-excellence awards
- "Towards Leadership" fast-track program for high-potential employees (2024) · Two early promotions in four years
- Global SAP Award for the tyre-MNC digital transformation · National brand-performance recognition, Mahindra (2017)