

Vikram Shenoy

Managing Director, Deloitte Digital · Previous: Co-Founded Magoosh and Founded Bizweb.in

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PROFILE

I'm a Managing Director at Deloitte Digital and lead its Advertising, Marketing and Commerce business in India.

Throughout my career, I've built and scaled businesses, from co-founding two startups to building large, diverse businesses within Deloitte. I'm passionate about creating great products and cultivating cultures where people can bring their best selves to work. More recently, a key focus for me has been reshaping the business I run to be AI native and helping clients reimagine their future in the age of AI.

EXPERIENCE

Deloitte Digital

Bengaluru, India · Sep 2013 – Present

India Offering Leader – Advertising, Marketing and Commerce

Jun 2023 – Present

I lead one of Deloitte Digital's most diverse businesses in India, a 3500+ practice comprising four sub-businesses: Commerce, Marketing, Agency and Digital Products. The Commerce business helps clients build and run commerce platforms that put the user first. The Marketing business helps clients deliver personalised marketing across every channel. The Agency business brings together strategy, creative and content talent to craft differentiated brand experiences. The Digital Products business designs and builds digital products that help clients become digital native companies and market leaders. I've pivoted the business to become AI native and am focused on helping clients reimagine their businesses in the age of AI.

India Practice Leader – Deloitte Studios

Jul 2019 – Jun 2023

Led a 1200+ practice that focuses on crafting differentiated digital solutions for clients around the world. Since our inception, we've worked at the intersection of design and technology and pride ourselves on putting the user first. The idea was to do what it takes to help our clients reimagine their future in the digital world. We focused a lot of our time on building a differentiated work culture. We strongly believe that a great work culture is the biggest differentiator for any business.

Digital Studio and Innovation Leader

Sep 2013 – Jul 2019

I founded and built the Bangalore Digital Studio from the ground up. I hired a diverse group of talent across digital strategy, user research, user experience, engineering and product management that worked with clients all around the world to help them become digital native companies and market leaders. We've touched every aspect of a client's digital transformation journey and brought in a unique approach that combined user experience, technology and culture. I also conceptualised and created an innovation platform called Seed that has helped us create innovative products and services and helped create a culture of bottoms-up innovation.

Bizweb.in Founder

Bangalore · Mar 2010 – Sep 2013

Bizweb provided an easy to use, yet powerful set of tools to help small and medium-sized businesses in India grow their business online. The product suite included a website builder, a CRM, the ability to create an e-commerce website and an invoice builder. Bizweb was incredibly easy to use and enabled thousands of businesses to transition to a digital-first world. I founded the company, created the digital strategy, conceptualised the products and hired a diverse team that built a very unique set of products for the Indian market.

Magoosh Co-Founder

Berkeley · Feb 2009 – Mar 2010

Magoosh is a web-based test prep company aiming to provide affordable, high-quality test preparation services to students around the world. Magoosh is committed to making test prep accessible, effective, and enjoyable so that students can achieve their educational dreams. As part of the founding team, I worked on the digital strategy, conceptualization, design and development of the first version of Magoosh. Since then, Magoosh has expanded to serve 10 million+ students.

Deloitte Consulting Senior Consultant

San Francisco Bay Area · Aug 2004 – Feb 2009

I started my career with Deloitte out of the US offices. During this time, I primarily focused on advising clients on their digital transformation journey. I helped clients across industries in the US create their digital charters and helped create products that are relevant to this day.

EDUCATION

University of Southern California

MS in Computer Science · 2004

BMS College of Engineering, Bangalore

BE in Computer Science · 2002

WRITING

I write to think. These articles will give you a good sense of who I am and how I lead. More at vshenoy.com/blog:

AI [Reflections on Gen AI: 2025](#) · [AI and software jobs](#) · [How I use AI](#) · [Gen AI - A collection of my thoughts](#) · [Gen AI Use Cases that I'm excited about](#)

Culture [Building a differentiated work culture](#) · [Culture of feedback - A huge competitive advantage](#) · [Hybrid Work - Everything I've learnt so far](#) · [Synchronous and Asynchronous Work](#) · [On Hiring](#) · [Deep Work](#)

Innovation [On Innovation](#) · [Go back to first principles](#)

Leadership [Leadership Traits Worth Emulating - Revisited](#) · [Leadership traits worth emulating](#)