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Based in Punjab, India · Remote · Global

# Gagandeep Goyal

E-COMMERCE · MARKETPLACE & SELLER GROWTH ·  
AFFILIATE/PERFORMANCE · AI AGENTS

**10+ yrs**

Across e-commerce,  
marketplaces & retail

**6+**

Affiliate networks & brands  
partnered end-to-end

**Both**

Sides of commerce — buyer &  
seller, online & offline

**7**

Web & AI products shipped solo  
— incl. 3 AI agents

## PROFILE

E-commerce professional with **10+ years across the industry — online and offline**. I grew up in my family's **retail & wholesale business**, then spent a decade in e-commerce as a founder, a marketplace power-user, and an affiliate/performance-marketing operator. That gives me a rare, ground-level read on **both sides of the transaction** — buyer behavior and pain points, and the seller economics behind them (margins, inventory, RTO, catalog, and trust). I've onboarded networks and brands, run performance campaigns, screened out fraudulent traffic, and optimized for real revenue — and I understand what actually drives **marketplace and seller growth**. An **Industrial Engineering** foundation (Operations Research, Lean & Six Sigma) backs it with a numbers instinct, and **Harvard's CS50** plus my own shipped web products and **three AI agents built on Google's ADK** mean I can prototype and speak fluently with product and engineering teams. Known for **first-principles depth**: I take problems apart and stay with them, well beyond the workday, until they're solved.

## EXPERIENCE

### Founder & Operator — **IndiaOffers.in**

2015 – Present · Remote

- Founded and run a cashback & deals platform monetized through affiliate partnerships with networks and direct brands — **Flipkart, Amazon, CJ (Commission Junction), Admitad, Cuelinks, vCommission, INRDeals**.
- Drove **millions of rupees in tracked sales** for partner networks and advertisers across the platform's lifetime.
- Own the full affiliate lifecycle: network/brand onboarding & negotiation, campaign selection, offer curation, tracking & attribution, payout reconciliation, and traffic-quality monitoring.
- Detect and screen out **fake / fraudulent traffic** to protect advertiser spend and preserve network trust — using mystery shopping to benchmark competitors and validate offers.
- 2024–25** Rebuilt the platform from the ground up with **AI-assisted development** — modernizing stack, UX, and content operations single-handedly.

## CORE SKILLS

### E-Commerce & Marketplace

Marketplace & seller operations, seller onboarding & growth, catalog / SKU, RTO reduction, last-mile & fulfillment, customer experience.

### Affiliate & Partnerships

Network & brand onboarding, campaign management (CPS / CPL / CPI / CPC), publisher relations, cashback & coupon models, payout reconciliation.

### Performance Marketing

Conversion optimization, attribution & tracking, fraud / fake-traffic detection, mystery shopping & competitor benchmarking.

### AI & Agent Engineering

AI agents on Google ADK & Gemini, multi-agent systems, Vertex AI Agent Engine, Python, AI-assisted development.

### Analysis & Process

Operations Research, Linear Programming, forecasting, Lean & Six Sigma, Excel & Solver modeling.

Retail & Wholesale Operations — Family Business

Long-standing · Punjab, India

- Grew up in and actively support my family’s retail & wholesale shop — hands-on with **sourcing, pricing, margins, inventory, and daily face-to-face customer service**.
- First-hand grasp of **offline buyer behavior and small-seller economics** — the same margin, trust, and returns pain points that decide how people buy and sellers survive online.

Program Associate — Avanti Learning Centres

Dec 2015 – Jul 2016 · Mumbai

- Taught JEE Main/Advanced students using Avanti’s peer-learning pedagogy (developed with Prof. Eric Mazur, Harvard); built lesson plans, owned batch performance, and fed structured feedback to the curriculum team.
- Management Trainee — Bhushan Steel Ltd. 2015 · Odisha
- Campus-placement rotational training across departments; hands-on in the Hot Strip Mill with engineers and operators.

Summer Intern, Operational Excellence — Hindustan Coca-Cola Beverages

May – Jul 2014 · Gurgaon

- Applied **Linear Programming** to a supply-chain problem; completed Level-1 **Lean & Six Sigma**; contributed to preform-yield improvement on a Krones line.

AI AGENTS — BUILT ON GOOGLE’S ADK ([github.com/gaganggoyal](https://github.com/gaganggoyal))

**Marketplace Seller Agent** MULTI-AGENT TEAM · GEMINI · VERTEX AI-READY

An AI team that runs a seller’s store across **Amazon.in, Flipkart, Meesho & Myntra** — a Store Manager plus 4 specialists (pricing, inventory, listings, returns). Talks **net profit** through a full fee model and guards account health against suspension thresholds.

**Marketplace Support Agent** SUB-AGENTS · GEMINI · VERTEX AI-READY

Amazon/Flipkart-style customer-support agent: a coordinator routes to **order and returns specialists**, checks store policy, and escalates to humans — with a data layer designed for real marketplace APIs (Amazon SP-API, Flipkart Seller API).

**Complaint Write Agent** PERSISTENT MEMORY · GEMINI · VERTEX AI-READY

Interviews a customer **one question at a time**, gathers evidence, and drafts human-sounding, ready-to-send complaint emails — attempt-based tone ladder, trainable 25-rule playbook.

SELECTED BUILDS

- IndiaOffers.in — AI rebuild** — ground-up rebuild of the deals & cashback platform with AI-assisted development, shipped solo.
- getusers.online** — a giveaways platform that turns incentives into signups and sales for new websites; a user-acquisition engine, built and deployed solo.
- mivloc & quickcric.online** — a real-time chat app and a browser cricket game.

NETWORKS & TOOLS

Admitad vCommission Cuelinks

INRDeals CJ Flipkart Affiliate

Amazon Associates Google ADK

Gemini Python Excel / Solver

HTML / CSS / JS

EDUCATION

**B.Tech, Industrial Engineering**  
Dr. B.R. Ambedkar NIT Jalandhar  
2011 – 2015 · CGPA 8.07 / 10  
Operations Research, Linear & Integer Programming, Supply Chain & Logistics, Forecasting, Cost Accounting.

LEARNING & CERTS

- Harvard University — CS50:** Introduction to Computer Science
- Lean & Six Sigma** — Level 1 (HCCBPL Operational Excellence)

SELECTED WINS

- IIT-JEE 2011** — All-India CML Rank 10,408
- Punjab Matriculation 2008** — State Rank 28; 99% in English

LANGUAGES

English Hindi Punjabi