



# Deeptanshu J. Bansal

FRACTIONAL CMO · BRAND & GROWTH LEADERSHIP

Senior marketing leadership, exactly where your growth needs it.



I'm Deeptanshu Bansal, an independent Fractional CMO and marketing advisor. For Founders and CEOs who need senior marketing leadership now, I bring fourteen years of brand-building and performance growth on a fractional basis - owning the strategy, the team and the number.

14+

YEARS BUILDING BRANDS

85+

SPECIALISTS LED

20+

INDUSTRIES SERVED

18+

COUNTRIES, 6  
CONTINENTS

## 01

### Executive Summary

An independent marketing leader who has spent **fourteen years turning brands into measurable growth**. I work as a Fractional CMO and advisor to Founders and CEOs - setting the marketing agenda, building the team and owning the number, **on a flexible mandate sized to your stage**. My work runs from brand strategy and identity at one end to performance media and quick-commerce growth at the other, across more than twenty industries.

I've led brand and growth programmes globally, working across **more than 18 countries and 6 continents** - from challenger D2C labels to listed enterprises, including a portfolio CMO mandate across five operating companies. That breadth is what I bring to a small number of clients at a time: a CMO's judgement and an operator's pace, sized to exactly what the business needs.

## 02

### Career Journey

CURRENT

#### Fractional CMO & Advisor

Founder-led & growth-stage brands

Embedded marketing leadership for Founders who need senior direction without a full-time appointment - across positioning, market entry, performance scale-up and team building.

CURRENT

#### Chief Marketing Officer

Virtuosic Ventures (Portfolio) · New Jersey, US

Portfolio CMO responsible for the marketing strategy, services catalogue and growth agenda across five portfolio operating companies - translating a single investor thesis into distinct, market-ready brand and demand programmes.

2012 - PRESENT

#### Founder & CEO - The Brand Bee

Full-service branding & digital marketing agency · India · London · US

Built The Brand Bee from the ground up into an 85+ specialist agency. Established a pod-based delivery model and a land-and-expand retainer business spanning brand strategy, performance marketing, SEO/AEO/GEO, content, ORM, influencer and web - serving clients across 20+ industry verticals.

## Advisory Services & Engagement Models

Four ways to work together - from a light-touch sounding board to embedded leadership with delivery support behind it. Each is scoped to a clear mandate and a number we agree up front.

### ENGAGEMENT 01

#### Fractional CMO Retainer

Embedded marketing leadership on a set cadence. I own the strategy, the team and the targets, and run marketing as your CMO would - embedded, accountable, flexible.

BEST FOR: STEADY SENIOR HAND · CADENCE: 4-8 DAYS / MO

### ENGAGEMENT 02

#### 90-Day Growth Sprint

A focused mandate with a deadline - a launch, a market entry, a turnaround or a fundraising-readiness push - driven to a defined outcome in one quarter.

OUTPUT: PLAN + EXECUTION + HANDOVER

### ENGAGEMENT 03

#### Advisory & Board Sounding-Board

Lighter-touch counsel for Founders and in-house teams - strategy reviews, hiring calls, agency and budget decisions, and a senior second opinion when the stakes are high. Also available on an hourly basis.

CADENCE: MONTHLY / ON-CALL / HOURLY

### ENGAGEMENT 04

#### Project Mandates

A defined deliverable - rebrand and positioning, market-entry blueprint, performance audit, or a pitch-winning narrative - led by me and delivered through a trusted production team.

DELIVERY: LED BY ME, SCALED BY TEAM

## Areas of Expertise

### / Brand Strategy & Identity

Positioning & architecture · Naming · Visual identity · Rebrands & refresh · Messaging & narrative · Packaging

### / Search, Content & Reputation

SEO / AEO / GEO · Content marketing · Performance content · Influencer & community · Online reputation (ORM)

### / Marketing Leadership

Team building & KRAs · Pod-based delivery · Portfolio & multi-brand · Agency & budget governance · Fundraising-readiness

### / Performance & Growth

Paid media & ROAS scaling · D2C funnels · Quick-commerce: Blinkit, Instamart, Zepto · Amazon / marketplace · Lead generation · Marketing automation

### / Market Entry (GTM) & Expansion

India go-to-market · MENA & Dubai launch · UK & US D2C · Channel & retail strategy · International dual-launch

### / Category Depth

FMCG · D2C personal care · Home & interior design · F&B · Beauty & wellness · Real estate · Education · Manufacturing · Industrial & engineering · Safety & PPE · Logistics · Aviation · BFSI · Defence · Hospitality · Luxury

## Selected Work & Results

A sample of brands I've built and scaled as a brand and growth leader - spanning category creation, premium positioning and hard performance numbers.

KIDS' CLOTHING · RETAIL

### MiArcus

Directed an integrated brand, performance and community programme - strategy, packaging, web, social and full-funnel ad campaigns - to drive both online sales and offline store traffic.

**300% MoM footfall growth in 6 months**

FURNITURE · D2C MATTRESSES

### Urbanbed

Positioned Urbanbed as a premium player in foam mattresses and home accessories, pairing brand identity with disciplined performance media across Meta, Google and Amazon.

**12x+ ROAS on Amazon, 3-5x on Meta & Google**

BEAUTY · PREMIUM SKINCARE

### Skinora

Created a luxury cosmetics brand end-to-end for Esskay Beauty - name, identity, packaging architecture, print and salon branding - built to signal trust and maturity.

**Premium positioning & B2B demand**

D2C · MOTHER & BABY CARE

### The Moms Co.

Brand and growth support for a toxin-free personal-care label - sharpening positioning and digital demand generation in a crowded, trust-led category.

INDUSTRIAL SAFETY · PPE · B2B MANUFACTURING

### Mallcom

Led an international search and demand programme for one of India's leading PPE manufacturers - a deep on-page overhaul, country-specific keyword targeting and a full content revamp, reinforced by an authority-building push of 300+ quality backlinks a month and supporting ad campaigns across priority export markets.

**200% MoM traffic growth across organic & paid**

*Every engagement runs on the same rule:  
strategy is only as good as **the number it moves.***

06

## Education



### MBA, Marketing & Finance

Simon Business School, University of Rochester

2007 - 2009 · NEW YORK, US

Graduate business education with a dual concentration in marketing and finance - the foundation for a career that pairs brand judgement with commercial discipline.



### Bachelor of Engineering

Thapar Institute of Engineering & Technology

PATIALA, INDIA

An engineering grounding that still shapes how I work - systems thinking, measurement and an operator's respect for what actually ships.

07

## Professional Credentials

- + **Founder & CEO, The Brand Bee** - 14+ years leading an integrated branding & digital agency of 85+ specialists across India, London and the US.
- + **Portfolio CMO, Virtuosis Ventures (New Jersey, US)** - marketing leadership across five operating companies under a single investment thesis.
- + **Google Partner & Meta Business Partner** - certified partner status across the major performance platforms.

08

## Let's talk

If you're weighing a full-time CMO hire, planning a launch, or simply want a senior second opinion - let's have a conversation about what your marketing needs to do next.

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