

NIKET GOEL

Founder & CEO, Ayasya Digital Solutions · CTO, DWAO · Managing Director, Nick Foods

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PROFILE SUMMARY

My journey in technology began at Sapient in 2006, where I started by writing code and building digital solutions. Those formative years gave me more than a foundation in engineering — they shaped a lasting belief in technology as a force for transformation, enterprise growth, and meaningful progress.

Today, as Founder & CEO of Ayasya Digital, I lead with a long-term perspective: building enduring capabilities, nurturing high-performing teams, and helping organisations navigate complex digital transformation with clarity, confidence, and purpose. In parallel, I serve as CTO at DWAO, contributing to technology strategy and innovation, while also supporting the digital evolution of my family's food-export enterprise — bringing together the strength of legacy, the discipline of entrepreneurship, and the possibilities of a connected global economy.

Over the years, my journey has evolved from writing code to building organisations, shaping technology strategy, and contributing across diverse business environments. Yet I have always believed that leadership carries a responsibility beyond professional success.

A meaningful part of my life is dedicated to community, cultural, spiritual, and temple initiatives across Delhi. Through long-standing associations with institutions and community organisations, I contribute time, resources, perspective, and active participation to initiatives that preserve cultural values, strengthen communities, and advance social welfare.

For me, technology, entrepreneurship, institutional leadership, and service to society are not separate pursuits. They are part of a shared conviction: to build with vision, lead with integrity, create enduring value, and ensure that progress extends beyond enterprise to the communities and institutions that shape our collective future.

PROFILE AT A GLANCE

Based in	Delhi, India
Current Roles	Founder & CEO (Ayasya Digital) · CTO (DWAO) · Managing Director (Nick Foods)
Education	Master's in IT (GGSIPU) · MCA (GGSIPU) · MBA Finance (Symbiosis) · B.Sc Mathematics Hons (Delhi University) · Diploma in Computer Science (Aptech)
Certifications	Adobe AEM 6 Architect · Adobe Certified Expert (ACE) · Algolia Fundamentals
Social Roles	Founder & Trustee across 6 community and charitable institutions
Focus Areas	Enterprise digital transformation · Community welfare & cultural preservation

PROFESSIONAL & ENTREPRENEURIAL JOURNEY

Founder & Chief Executive Officer

2014 – Present

Ayasya Digital Solutions — Founding Board Member

Founded and lead a digital design & development firm delivering AEM, responsive web, custom applications, DevOps and AWS solutions to clients across the USA, Canada, UK, Europe, Australia and the Middle East — enabling cost-efficient, world-class engineering.

Chief Technology Officer

2017 – Present

Digital Web Analytics & Optimization (DWA0)

Direct technology strategy and delivery of web analytics, optimization and customer-experience solutions, applying Agile methodologies to build scalable digital infrastructure for enterprise clients.

Managing Director & Market Expansion Strategist

2009 – Present

Nick Foods Private Limited

Lead business development, international market-expansion strategy and the full digital transformation of the family-owned import & export enterprise.

Lead Trainer & Co-Founder

2010 – Present

Independent · Denicks Software

Co-founded an early software venture and have mentored technology professionals for 15+ years in CMS, AEM and modern development practices — contributing to industry-wide skill development.

Consultant & Associate Software Developer (L2)

2006 – 2010

Sapient · GlobalLogic

Launched my career at a leading global consultancy, rising rapidly from trainee to L2 developer, and delivered specialised RedDot CMS training — building the technical foundation for everything that followed.

INDUSTRY EXPERTISE & CAPABILITIES

Enterprise Experience Platforms — Adobe Experience Manager architecture & implementation, CMS integration, headless & responsive content delivery at scale.

Cloud, DevOps & Infrastructure — AWS cloud services, DevOps pipelines and robust, scalable digital infrastructure engineered for reliability.

Analytics & Optimization — Web analytics, SEO/SEM, business analytics and data-driven customer-experience enablement.

Agile Delivery & Leadership — Agile project management, distributed team building and global delivery across multiple time zones.

Digital Transformation — Modernising traditional enterprises end-to-end — from legacy operations to fully digital business models.

Business & International Trade — Business development, import/export operations and international market-expansion strategy.

VALUE AS A BOARD / ADVISORY MEMBER

Governance Experience — Founding Board Member of Ayasya Digital and Patron Trustee across multiple charitable institutions — practised in strategy, stewardship and accountability.

A Plain-English Technology Voice — The member who can translate technology decisions — what is worth doing, what is hype, and where the real risk sits — without the jargon.

Entrepreneurial Judgement — Two decades of building and scaling ventures brings pragmatic, growth-oriented decision-making to the table.

Community & Grassroots Reach — Deep, sustained ties to community and welfare networks — a bridge between institutional goals and people on the ground.

Global Perspective — Experience serving clients across six regions worldwide informs a broad, cross-cultural outlook.

Consistent, Dependable Participation — A reputation built on turning up — to the meetings, the events and the follow-through — and delivering on commitments made.

SOCIAL WELFARE & COMMUNITY INVOLVEMENT

I believe leadership is not defined only by professional achievements or business success, but also by the positive contribution we make to society. Over the years, I have remained actively involved with spiritual, cultural, charitable and community-focused organisations — contributing time, resources, participation and support towards initiatives that strengthen communities, preserve cultural values and promote social welfare.

Satya Shyam Sewa Trust — Founder — Founded and lead the trust's charitable and community-service initiatives, driving welfare programmes for those in need.

ISKCON Dwarka — Lifelong Patron — Support the mission of combining spiritual values with meaningful service — food distribution, value-based education, youth engagement, spiritual awareness and community welfare.

Shri Krishna Janmotsav Samiti, Punjabi Bagh — Patron Trustee — Support the planning, organisation and execution of large-scale cultural and community celebrations that preserve India's cultural and spiritual traditions and unite families across generations.

Delhi Dham Trust — Patron Trustee — Support the Trust's charitable programmes, community-welfare efforts and development initiatives aligned with public welfare and sustained social participation.

Badi Panchayat, Nigam Bodh — Member — Support essential community services connected with last rites at Nigambodh Ghat — standing with families during their most difficult moments, and advancing public service and social responsibility.

Shree Dharmik Ramleela Committee — Member — Associated with one of the oldest Ramleela committees in Delhi — devoted to the traditional staging of the Ramleela and the preservation of India's cultural and religious heritage. I support its cultural and community activities that bring families and the community together each year.

Day-to-Day Community Service — Ongoing — Beyond formal positions, I support charitable, cultural, religious and social-welfare initiatives throughout the year — helping people and families in need and enabling resources where required.

Areas of focus: Food Relief · Education & Youth · Healthcare Support · Cultural & Spiritual Development · Community Development · Environment · Charitable Giving.

“True leadership is measured not only by what we build for ourselves, but also by the positive difference we create for others.”

PERSONAL VALUES & VISION

Excellence — Meticulous attention to detail in everything — from code to community programmes.

Service — Believing that success carries a duty to give back to society and those in need.

Integrity — Transparent, principled decisions and accountable stewardship in every role.

Impact — Measuring worth not by achievement alone, but by the lives meaningfully improved.

“I believe true leadership is measured where professional success meets social responsibility — building enterprises that thrive, while lifting the communities around them.”