

Manu Sreenivasachar

Principal Software Development Engineer at Microsoft

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Summary

- 12+ years of software engineering experience in architecting, designing and developing enterprise software in a wide range of domains
- Expertise in design and development of highly scalable large scale distributed web applications
- In depth knowledge of object oriented design, system design/architecture and solid C/C++ programming skills on Linux and Windows.
- Expertise in applying design patterns, re-factoring and performance tuning slack systems.
- Experienced in gathering requirements and building analysis models.
- Thorough knowledge of software engineering processes and quality models.
- Experienced in Win32 System programming (system services, multithreading and Inter-Process communication mechanisms).
- Good knowledge of Algorithms and data structures.
- Experienced in hiring and leading teams

Experience

Principal Software Development Engineer at Microsoft

September 2013 - Present (1 year 5 months)

Microsoft Advertising SDK for iOS Microsoft Advertising SDK for Android

Sr. Software Engineer at Intuit

May 2011 - September 2013 (2 years 5 months)

Sr. Technical Yahoo at Yahoo!

March 2008 - May 2011 (3 years 3 months)

– Design and implementation of a highly scalable, multi-threaded next generation dynamic display ad server based on user geo, demo search history and behavioural targets on Linux using C++. – Ad delivery subsystem with a fast template engine to format and assemble Ads for various connection tactics on Linux using C++. – Responsible for design and development of software components for next generation inventory management system for yahoo Display Ads.

1 recommendation available upon request

Sr. Mobile Developer at MobiTV

January 2007 - September 2007 (9 months)

– Top-Down design and implementation of the next generation Entertainment Center on a BREW/UiOne platform. – Architected a C++ UiOne actor framework. – Designed and implemented: Mobile program guide features with a guide cache and an asset manager, a complete Media Player with support for landscape mode.

3 recommendations available upon request

Sr. Software Engg. at Qualcomm Inc

January 2005 - January 2007 (2 years 1 month)

- Designed and developed major revision of CDMA Air Interface Tester – realtime data collection and analysis tool for OTA CDMA system performance and network debugging. Used ATL COM, web based user-defined windows and various technologies to implement a multi-phone COM server based system.
- Led effort to re-architect/re-factor application with over 1million lines of code to improve speed (3x times). Improved core algorithms and data structures to achieve phenomenal stability and maintainability improvements.
- Worked on next generation implementation of OpenGL ES1.x and 2.0 within the BREW environment on CDMA cellular phones.

3 recommendations available upon request

Sr. Software engineer at Intel Corporation

November 2000 - January 2005 (4 years 3 months)

- Designed and developed seamless integration of the Intel compilers into Visual Studio. Developed installation programs using C++ and Windows Installer – Design and development of a Network batch job scheduling and processing system for Windows based workstations. Developed client side waiter service and the scheduling and load balancing agent of master server - A multithreaded WinNT system service using C++.

1 recommendation available upon request

Sr. Software engineer at Icope Technologies

November 1997 - April 2000 (2 years 6 months)

- RVS-COM ISDN Connector suite - Design and development of Multi-threaded gateways that connect various messaging systems (SMTP-POP3, Microsoft exchange server and Lotus Notes Domino server) to the RVS Telematics ISDN server. Architectural and low level design. Worked closely with client to analyze requirements and build software models. Implemented in-bound and out-bound pipelines using Win32 SDK, C++, MAPI and EDK – SOPHOS Anti-Virus for Microsoft Exchange server - System and low level design of the SAV Exchange DIT Interface. Developed class diagram & collaboration model. Implementation in C++ using COM, Win32 SDK and EDK. – AVM Telephony Service Provider Interface- Implementation of a telephony service provider interface as per the WOSA model based on a CAPI 2.0 and a stand-alone Fritz-card. Low-level design and implementation of the phone device classes, to handle recording and play back using Win32 SDK & Multi-media API

1 recommendation available upon request

Member of Technical Staff at CG-Smith Software

1997 - 1998 (1 year)

- Software process automation. The tool helps managers in project estimation based on historical data, create plans and track projects. Design and development on Windows NT using Visual BASIC 5.0, ActiveX and MS SQL Server.

Patents

Efficient processing of bulk queries to determine the availability of resources

United States Patent Application 20120233149

Inventors: Manu Sreenivasachar, Ramana Yerneni, Haiying Huang

Systems and methods for automatically determining the availability of resources, such as Internet advertising opportunities, are described herein. The systems and methods efficiently process bulk queries that specify multiple target values for at least one attribute associated with the resources, such bulk queries being useful for determining the availability of a wide variety of different resource types.

Skills & Expertise

Hadoop

Distributed Systems

MapReduce

Scalability

Agile Methodologies

Java

REST

Software Engineering

C++

HBase

Linux

Object Oriented Design

Web Services

Software Development

Design Patterns

Big Data

Performance Improvement

Algorithms

Boost C++

Performance Tuning

Mobile Devices

Enterprise Software

Web Applications

Integration

Microsoft SQL Server

Visual Studio

Debugging

Programming

iOS development

Objective-C

Education

Oregon Health and Science University

M.S, Computer Science, 2002 - 2004

National Institute of Engineering

Bachelor of engineering, Mechanical Engineering, 1993 - 1997

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9 people have recommended Manu

"Manu is a very hard working engineer with strong computer science background. He worked on Apex/Apt initiative in Yahoo!. This is the new display ad platform currently in use for Yahoo!. He was diligent and produced very good quality code. He worked very well with his team and was able to drive critical components to completion. Among these was an engine to format and stitch together ads from various connection tactics. I would gladly work with Manu again."

— **Amol Kekre**, *Director of Engineering, APEX (Advertisers and Publishers Exchange) group, Yahoo! Inc.*, managed Manu at Yahoo!

"Manu is a sharp and extremely dedicated engineer. His passion for his work is contagious and impacted the way our entire team operated. Manu is one of the most technically genuine people I have ever worked with -- he always pays attention to detail and makes sure to be upfront about any issues he may have with decisions and implementation. As one of my earliest mentors, Manu was a powerful directive force on my career. He pushed me to become a better engineer and gave me an overall business sense that I find invaluable, still to this day. I highly recommend Manu."

— **Alexandre Linares**, *Software Engineer, MobiTV*, worked directly with Manu at MobiTV

"Manu is one of the smartest and dedicated engineers I have worked with. He is extremely helpful and went to great lengths to help when my projects were in trouble even though he did not report to me. He did this while still facing tight deadlines on his own project. I find him to be a person of excellent work ethic and a deep intellect. He is full of clever ideas and elegant solutions."

— **Sheetanshu Pandey**, *Sr. Manager of Product Development, MobiTV Inc.*, managed Manu indirectly at MobiTV

"Manu is a motivated and talented engineer. He worked on cutting-edge mobile applications and consistently delivered quality code to meet the dates. I look forward to working with Manu again."

— **Tom Silverstrim**, *Director, QA and Technical Writing, MobiTV*, managed Manu indirectly at MobiTV

"Manu was a great pleasure to work with. He is dedicated, smart and engaging. I always felt I could rely on him, to finish his work both timely and exceptionally and to help in a pinch when others needed it. I recommend him with no reservations."

— **Jennifer Etheridge**, *Senior Software Engineer, Qualcomm, Inc.*, worked directly with Manu at Qualcomm Inc

"Manu is an extremely thorough independent engineer. When you assign a task to Manu you can rest assured it will get done, on time, and correctly. I would love to have Manu on any project I was associated with."

— **David Minch**, *Staff Engineer / Manager, QUALCOMM*, managed Manu at Qualcomm Inc

"Manu has shown to be a conscientious, results-oriented, and productive engineer. He's a good communicator who seems to enjoy sharing ideas and discussing alternative solutions to problems. His colleagues respect his contributions and enjoy working with him."

— **Jason Harper**, *Staff Engineer/Manager, Qualcomm, Inc.*, managed Manu at Qualcomm Inc

"I worked with Manu on windows compiler. I found him to be an excellent engineer - he developed the install of the Intel Windows compiler and was a pleasure to work with. He is very sharp and has great teamwork spirit. I highly recommend him !"

— **Huma Abidi**, *Engineering Manager, Intel corporation*, worked with Manu at Intel Corporation

"Manu was an inspiration to work with, he had big dreams and visions and continuously worked towards them, constantly outdoing himself every day."

— **Sanjay Mysoremutt**, *Technical Lead, iCOPE Technologies*, worked with Manu at iCope Technologies

[Contact Manu on LinkedIn](#)