


# Anuj Kumar Modi

CTO @ Sugarfit | Ex - Curefit, Myntra | IITB

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*A passionate technical leader and startup enthusiast with 13 years of experience. Built multiple platforms and products from scratch at Myntra, Curefit and Sugarfit. Expertise in Platforms Engineering, CRM Tech & customer experience.*

**Sugarfit Healthcare Pvt. Ltd.** JAN 2022 - Jun 2023

**Chief Technology Officer**

- Lead Technology, Analytics and Data Science charter in Sugarfit
- Revamped the user journey on Sugarfit customer app to reduce customer issues by 90%
- Spearheaded the launch of ultra.fit: A new product for metabolic health and fitness ([www.sugarfit.com/ultrafit](http://www.sugarfit.com/ultrafit))
- Drove hiring and OKR management across all departments

**Curefit Healthcare Pvt. Ltd.** JAN 2019 - Jan 2022

**Head - Horizontal Systems**

*Set up multiple PODs and scaled overall team size to 28+ members team across product, analytics, backend engineers, frontend engineers and QA engineers. Part of the Core Project team and involved in overall roadmap planning, hiring, fresher onboarding & culture group*

## **Lead - Internal Platforms**

- Incubated and drove the platforms charter across the organisation to setup common application platforms to help scale and save developer productivity
- Drove the shift in technology infra to Java for key user facing services during Covid to support scale-up which happened due to launch of online workout. Architected, delivered and maintained various key frameworks which is used across multiple services
- Scaled up key services to serve 20K RPS while reducing CPU by 90%
- Lead the design and delivery of multiple platforms and frameworks, viz. ERP Management Suite (Identity, RBAC, SSO), Scheduler Service and Bulk Processing Engine, Task Management Platform, Search Platform, Central Config Management, Entity Audit Service
- Owned and enhanced multiple platforms, viz. Membership Management platform, AB Test Platform, User Service, Conversation platform

## **Lead - Personalisation & CRM**

- Owned and drove the personalisation, merchandising and CRM initiatives across all business verticals in the org.
- Helped save cost (15L+/month) and delivered some key features by building in-house CRM, Segmentation and user journey systems
- Lead the design and delivery of CRM Systems, viz. Segmentation Platform, User Data platform, User Journey Platform & Campaign Management platform. The stack handles 20K+ RPM across the whole event pipeline.
- Led the data science charter in the team and delivered user insights which were used to power

intelligent & personalized experience in all customer touch points

**Lead – Quality, CX & Contact Center**

- Set up the Quality, CX and Contact Center Teams and scaled it to 7+ members.
- Lead the design and delivery of Quality and CX Systems, viz. Audit Platform, Ticket Management System, CS Tools, User Issue Management Workflows

**Myntra Designs Pvt. Ltd.** JUNE 2015 - DEC 2018

**Technical Lead**

*RAPID: Rapid is data driven demand sensing, trend analysis, insights and forecast generation product which is driving multiple brands manufactured by Myntra*

- Lead the architecture end to end of multiple systems entailing the product: crawling platform, data pipelines, data enrichment platform, ML based data enrichers(text/image based attribute extraction) and services to surface generated insights
- Drove product discussions & lead the architecture and implementation of next version of the product which is being exposed as B2B SaaS to external brands (references below)

[At Myntra, machines tell designers how to make clothes](#)

[Myntra looks to turn its AI platform into a billion-dollar business](#)

**Platforms Engineering**

- Lead the architecture and delivery of Myntra workflow Service - distributed workflow execution system which can execute configurable, dynamic workflows, while supporting different worker capabilities
- Lead the architecture and delivery for Myntra Ontology Service - Building of fashion ontology to support multiple use-cases using GraphDB; This was used to power Catalogue, Search, and Competitive Insights Platform
- Lead the design and delivery of the Central Identity platform for Myntra Jabong systems. Leading the complete authentication and Role based access control systems which is used by Myntra, Jabong and other ERP applications.
- Enhancement of common frameworks which are being used across different projects

**Goldman Sachs** NOV 2012 - MAY 2015

**Associate (Technology)**

**Nokia India Pvt. Ltd.** NOV 2011 - NOV 2012

**Software Engineer**

**OnMobile Global Ltd.** JUL 2010 - NOV 2011

**Software Engineer**

**EDUCATION**

**Indian Institute of Technology, Bombay** JUL 2006 - MAY 2010

**ACTIVITIES AND ACCOLADES**

- **Hostel Cultural Citation 2006-2010** – The Highest Cultural Award
- **Music In Charge, Performing Arts Festival 2009, IITB** – Led a team of 25 musicians for composing original sound tracks and performed them in front of audience of over 5000; Secured the 1st position for the same
- **Senior Diploma in Music**

