



Eliel Parra

SOFTWARE ENGINEERING LEADER

PROFILE

Software engineering leader with proven experience delivering large-scale complex programs with worldwide impact.

Successful in managing the lifecycle of initiatives, from conception to execution to ongoing support, consistently delivering high-quality results and exceeding expectations.

Skilled in building high-performance teams and integrating technical and business areas. Relying on solid technical expertise and strong interpersonal abilities.

SKILLS

- Program management
- Leadership
- Influence
- Critical analysis
- Talent development
- System design
- Software development
- Distributed systems
- Cloud infrastructure
- Data analysis
- Effective communication
- Empathy
- Ownership
- English
- Spanish

PROFESSIONAL EXPERIENCE

Senior Technical Program Manager | Amazon

London, United Kingdom | November 2019 – present

Program manager for the Channels Acquisitions team in Prime Video. Accountable for the overall strategy and execution of Channel Bundles and Multi-Plan Channels programs. Manage the lifecycle of initiatives that span different VP organizations and geographies. Bridge the gap between technical and business stakeholders by driving mindful discussion that align needs, influence resource allocation and prioritization, and lead to crisp decisions. We have enabled millions of customers across the globe to discover, try, and subscribe to a large choice of channels through Prime Video's web, mobile, and set top box apps; as well as facilitated top tier channel partners worldwide to share their selection in our channels marketplace.

Head of Engineering | Mapcity from Equifax

Santiago, Chile | September 2017 – November 2019

Led the software engineering area for the geo-marketing organization, growing it from 4 to 20 engineers. Established engineering best practices in execution, testing, and continuous delivery; implemented scalable and robust cloud infrastructure; set up a fast and iterative product development framework that involved Business, Product and Engineering teams; put in place career growth mechanisms for the tech team. The sum of the previous greatly rose employee satisfaction in the Engineering area; increased software delivery output, reliability and quality; and facilitated the integration of Mapcity with Equifax.



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Technical Project Manager | Groupon

Santiago, Chile | September 2013 – February 2017

Transitioned from software development engineer to Technical Project Manager (TPM). In the new TPM role, owned the program to migrate Latin American front-end end stack in PHP/JavaScript to the global distributed architecture based on Node.js. Drove consensus between 15 local and 35 global teams and owned the execution of 15 engineering teams in Latin America. We successfully completed the migration which closed the feature parity gap between local and global marketplaces, increased technical platform stability, and greatly improved consumer-facing applications usability on web and mobile.

Led the efforts across Tech, Product, Business, Accounting, and Legal teams to complete the migration of EU-region datacenter from Switzerland to Ireland during high-risk season of Q4. Through empathy and technical expertise, secured support from reluctant technical teams who advised not to migrate during Q4 (when teams in an e-commerce are mostly focused on guaranteeing services availability); and reassured Business senior leadership through clear and frequent communications. We successfully completed the migration on time, achieved decreased operational costs in the range of US \$10MM, and increased speed and reliability of front-end applications for customers in 35 countries.

Program owner for the buildout of new geo-redundancy datacenter in US. Created the plan and led the execution of all Groupon's tech teams that enabled readiness of 500+ services. This initiative increased our systems' reliability and recovery capacity, guaranteed operational continuity, and improved deployment and recovery processes in NA region.

Senior Software Development Engineer | Groupon

Santiago, Chile | December 2012 – September 2013

Designed and developed new cache and search layers for the existing storefront of leading e-commerce in 7 Latin American countries, which enabled presentation of 5 times products and services and faster search for customers. Created new email marketing campaign tooling that streamlined the campaign creation and approval processes for the delivery of 9MM daily newsletters.

Software Developer | Rialfi Consulting

Caracas, Venezuela | June 2011 – December 2012

Created an in-house, fast-development framework based on ExtJS (JavaScript), CodeIgniter (PHP), and PostgreSQL and used it to launch the system all Venezuelan police departments employ to gather, control, and audit operational information. The efficiency from using the framework we created, enabled us to deliver both the framework and the system in only the timeline planned for the system.

Software Developer | Game Control Systems

Caracas, Venezuela | March 2008 - June 2010

Researched software development technologies and tools to improve in-house management suite for casinos in Venezuela. Built a knowledge base for easier onboarding of software developers.



EDUCATION

Computer Engineering | Universidad Católica Andrés Bello

Caracas, Venezuela | 2006

Completed 70% towards a 5-years degree in Computer Science at one of the top 5 university in Venezuela.



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