

# SHIVANAND VELMURUGAN

Product Leader

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**Effective Product Leader** with experience in design and development of software products. An inquisitive problem-solver that drives decisions based on a data-driven first-principles approach. Excellent communication, collaboration, and organizational skills. Adept in building and working with high-performing engineering teams. Demonstrated success in tackling hard engineering problems and delivering products and solutions that have an impact on the organization.

## Key Strengths

*Strategic Thinking | Data Collection & Organization | People Connector | Leader & Mentor*

## PROFESSIONAL EXPERIENCE

**GE DIGITAL** Burnaby, British Columbia

**2017-Present**

### Staff Technical Product Manager

*Reporting to the Director of Product, accountable for two key GE Digital products: Predix Studio and Predix AppEngine. Target markets include GE business verticals of power, mining, aviation, and healthcare. Total addressable revenue potential: 100M+.*

#### Key Accomplishments:

- Successfully drove impactful architectural changes to enable access to verticals including healthcare and aviation.
- Instituted a data-driven approach to product roadmap definition and planning, resulting in a shift to a continuous improvement model of developing products.
- Initiated and drove the adoption of GE security policies reducing the number of security issues from 1000+ to zero.
- Led engineering teams to focus on product quality improvement by creating team alignment initiatives. Reduced bugs from 3000+ to less than 200 in 1 year.
- Reduced operational cost by streamlining product infrastructure, testing practices and instituting CI/CD. Created clarity on customer offering and cost to serve, and reduced bug incidence during regression by ~300% YoY.

**ERICSSON INC. (HCL Axon Technologies, Redback Networks)** Burnaby, British Columbia  
**2007-2017**

*Progressive career and reporting structures, beginning with Redback Networks as part of the Ericsson Inc. Organization. Began as Senior Software Engineer, moving into Team Lead and Product Owner.*

### Product Owner (2014-2017)

*Reporting to a Senior Manager, defined vision, strategy and roadmap for next-gen declarative application development on Ericsson IPOS product line.*

#### Key Accomplishments:

- Secured executive buy-in and investment in multi-year infrastructure projects. Effectively prioritized and shaped requirements from multiple stakeholders, including developers, system managers and product sponsors within Ericsson.
- Built and mentored multiple agile product development teams across North America and East Asia. multiple sites and time-zones. Leveraged agile methodologies to successfully develop high performing teams to deliver key projects on time and within budget.

- Migrated six applications within three months resulting in reduced code base by up to 80%; increased developer productivity by two to three times; and, improved time to market from months to days.

**Engineer/Architect**

*Reporting to a Senior Manager, led and managed diverse product improvement initiatives in various domains including core infrastructure, configuration management, and license management for a carrier class router operating system.*

**Key Accomplishments:**

- Successfully designed, developed and operationalized a set of components for managing schema-based data using a high-performance database in carrier-class router operating system.
- Designed common models for IPOS and evangelized Ericsson Common Information Model and its adoption across IPOS features including setting standards, establishing a technical council of developers proficient in modeling, training and mentoring them to work with IPOS feature teams.
- Created a meta-data aware, non-transactional cache. Created a high-density, low-latency, transactional datastore with record-level locking.
- Shortened development cycle from hours to seconds by redesigning build infrastructure for IPOS platform and components.
- Wrote a custom DSL to provide Object Relationship Mapping between two proprietary data definition languages.
- Implemented Python and JavaScript apps to demonstrate MDI's abilities as an ecosystem for rapid app development using SWIG and FFI.

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**PREVIOUS PROFESSIONAL EXPERIENCE**

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**Novell**, Bangalore, India, Senior Software Engineer

**HCL Technologies (Cisco Partner)**, Chennai, India, Lead Engineer

**Intec Solutions**, Chennai, India, Software Engineer

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**EDUCATION & PROFESSIONAL DEVELOPMENT**

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**Bachelor of Technology, Electrical & Electronics Engineering**, Pondicherry Engineering College, India

**Disruptive Strategy Certificate**, Clayton Christensen, Harvard School of Business

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**SKILLS**

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Proven expertise in product management, architecture and design of high-performance and high-scale industrial software, databases and IP operating systems. Expert in C and C++, with an emphasis on development in embedded systems.

**Product Management:** JTBD Theory, Product strategy, Disruptive Innovation Theory, Lean Startup

**Languages:** C, C++, Java, Javascript, Python, BASH, Perl, Ruby, Go, Rust, Nimrod, Terra

**Build Tools:** CMake, Make, Ninja

**Source Control:** Git, CVS, SVN, Mercurial, Clearcase

**Miscellaneous:** XML, XSLT, SOAP, XQUERY, SWIG, ANTLR, Flex/Bison, JSON, REST

**Networking:** NETCONF, RESTCONF, SNMP, several L2 and L3 protocols

**Cloud:** UAA, Cloudfoundry, several AWS, GCP and Azure products