**BHARATH KRISHNA RAO**

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**Professional Summary**

Hold a degree in Computer Science and an international MBA. Have a work experience of 10 plus years in Technology Internet. Possess expertise in building, managing and marketing tech products. Bring a compelling mix of technology and business experience.

**Employment**

**2012 – Till Date: Co-Founder and Head of Products & Engineering, Alphamatters Advisors**

* Alphamatters is a quant research company focusing on financial markets. It leverages machine learning techniques to generate superior risk adjusted returns for professional traders.
* Built a team of world class researchers and engineers.
* Leading the development of intelligent trading systems for the US and Indian equity indexes.
* Designed alpha generating algorithms for –
  + - Intraday Trading of S&P 500 futures (E mini) producing 14% annualized returns with a maximum drawdown of 4%.
    - Intraday Trading of Nifty (the Indian benchmark index) futures producing 20% annualized returns with a maximum drawdown of 3%.
* Created original intellectual property supporting the above –
  + - A trend detection system that identifies 2 to 3 trend changes a day.
    - A proprietary regressor that predicts the trading range of a day.
    - A multidimensional classifier that identifies potentially lucrative trades.
* Driving thought leadership and inbound marketing via social media.

**2010 – 2011 : Director, Marketing & Analytics, 20North Online**

* 20North was a niche e-Commerce company, dealing in long tail goods, with capabilities in international logistics.
* Responsible for revenue growth, user experience and customer analytics.
* Grew the revenues by 3x in 1 year, which led to series A investment.
* Drove Business Intelligence, SEM, SEO and Channel Sales.
* Devised a data mining technique for merchandising long tail goods.
* Productized the company’s international logistics and delivered it as an API based offering to channels like eBay Global Easy Buy.

**2009 – 2010: VP, Products and Pre-Sales, Tachyon Technologies**

* Tachyon was a company involved in creating intelligent localization technologies using a machine learning based approach.
* Responsible for generating use cases and identifying revenue opportunities for company’s technologies.
* Involved in building the community of end users, partners and the media using the internet and social media.
* Established strategic ties with Mobile Handset Makers (Nokia, LG, Samsung et al.), Chipset Makers (Mediatek, STEricsson, Intel et al.) and Govt. Organizations (Unique ID Authority of India et al.) to take Tachyon’s flagship product (user friendly transliteration) to the market.

**2008 – 2009: Senior Manager, Marketing and Analytics, Guruji.com**

* Guruji.com was a search engine for India centric content, backed by Sequoia Capital.
* Grew the traffic on Guruji.com over a year to more than a million page views per day, a growth of 20x; Cut the cost of user acquisition by 70% over the same period.
* Involved in market research, media planning, alliances and analytics.
* Initiated B2B marketing effort to promote the ad network among advertisers and publishers; Designed and implemented programs to attract and retain publishers and advertisers with a mix of database marketing and affiliate programs.
* Managed the development/marketing of Guruji’s social applications, plug & play widgets et al.
* Developed strategic alliances with leading online and offline media organizations

**2007 – 2008: Manager, Developer Community, IBM**

* Enhanced the adoption of IBM technologies by developers and independent software vendors
* Ran campaigns incorporating ads, contests, content syndication et al. to drive awareness and adoption.
* Influenced revenue worth $5 million by generating leads; Grew the South Asian developer base skilled in IBM technologies to 0.2 million plus, an annual growth of 80%.
* Cultivated developer education relationships with system integrators like Wipro, Accenture, TCS, Sonata, Computer Science Corp. et al.
* Executed social media campaigns to popularize DB2 and Lotus through Social Media.
* Responsible for evangelizing developerWorks to IBMers and external audiences at various events.

**2006 Feb - 2006 Oct: Intern, Market Research, Infonics**

* Performed feasibility analysis of a venture to create a mobile application to read business cards.
* Conducted primary and secondary research and developed a business plan to generate seed money.
* Identified potential distribution partners.

**2003 - 2005: Software Engineer (Marketing Analytics), IBM**

* Owned an analytics product called Websphere Commerce Analyzer; Responsible to drive Level 3 support and enhancement; Worked across L2 support teams, developers and customers.
* Played a leading role in customization projects from customers like Retail Variations, Swanson Health, e-Follett et al. and was the point of contact for many key customers.
* Worked on the customization of Tivoli Website Analyzer for the purpose of click-stream analysis on IBM.com retail channel.
* Worked with the sales team on pitching IBM offerings to Staples Canada.

**2002 - 2003: Associate Software Engineer, SLK Software**

* SLK was a Software Services firm headquartered in India and serving customers in US & Europe.
* Interacted with Emerson Electric, one of the biggest customers for SLK, even as a fresh graduate.
* Worked on a range of web and enterprise solutions in the manufacturing domain.
* Performed data modeling and designed the back end database for an SCM application.
* Designed a new product to perform remote installation.

**Education**

**2005-2007: MBA, Terry College of Business, University of Georgia**

* Received the prestigious Terry Foundation Scholarship with assistantship.
* Represented the school in business plan and case competitions.

**1997-2001: RV College of Engineering, Bachelor of Engineering (Computer Science)**

**Business Skills**

Product Management, Analytics, Digital Marketing, Business Development, Bootstrapping, Team Management.

**Technical Skills**

Statistics and Machine Learning, Time Series Modeling, Databases, PHP, Python, Matlab.