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General Manager - Technology

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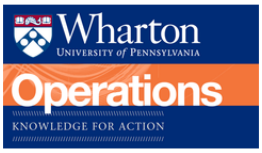
certificates



programming

♡ Ruby, Python
Learning Clojure

objective

To work in a challenging and innovative environment that will allow me to learn and grow as a manager and engineer.

management experience

Apr'15 - Now **STYLETAG.COM** **General Manager - Technology**

- Manage all Technology related matters
- Handle interactions between teams regarding ERP, process and requirements
- Actively reduce costs and optimize existing infrastructure
- Research of new technologies, platforms and standards
- Set and steer the department's long term goals
- Plan and execute expansion

Apr'13 - Now **STYLETAG.COM** **Sr. Project Manager**

- Managed ERP and POS migration from legacy systems
- Headed offline marketing's technical initiatives
- Designed technology for kiosk marketing
- Instituted round the clock tech support and escalation system
- Researched and headed innovation projects
- Managed day to day customer issues faced on the e-commerce site
- Managed day to day issues faced by internal application users

Jul'12 - Apr'13 **STYLETAG.COM** **Project Manager**

- Defined and created OKRs for the tech team
- Mediated between tech and other business units for task prioritization
- Created and implemented processes for seamless new-feature/maintenance code deployment
- Created and implemented processes for handling server downtime and recovery
- Introduced and adapted SCRUM for non-technical teams such as marketing and operations

Aug'11 - May'12 **Technical Startup (stealth-mode)** **Project Manager**

- Was in charge of hiring and training employees
- Built and led the technical and development team from scratch
- Managed customer engagements and new business opportunities
- Evangelized Android Mobility to companies in the non-mobility consumer space
- Took charge of project management and product management
- Trained team leads and team members in Agile development methodologies and SCRUM
- Mentored team leads in people and project management
- Was responsible for product ideation and market expansion
- Managed interaction with corporate entities for corporate technical training in Android

Oct'08 - July'11 **Atlantis Computing** **Engineering Project Manager**

- Managed project management, project/issue tracking along with people management and day-to-day task delegation
- In charge of all research and development projects conducted in the Bangalore centre
- Managed and delegated development support for customer issues
- Managed development support for Sales Engineering team
- Experienced in managing projects with both local and remote team members
- Managed multiple projects running simultaneously
- Trained and mentored team members in Agile software development and SCRUM
- Was in charge of technical recruitment and induction
- Was the main liaison between US and India teams for projects planning and delegation

technical experience

Jul'12 - Now **Product: STYLETAG.COM** STYLETAG.COM

- **Gen-Real:** A data generator for simulating site-wide user and uploaded data specific to Styletag's business use case. The data is used for scale tests as well as simluating incorrect uploads.

  Role and responsibility: Designed and developed the generator and library for both sample and test data population.

  Technologies used: Ruby, Rantly, Quickcheck, AWS RDS (Mysql), AWS EC2 (Ubuntu Linux)

- **Sale Uploader:** A multithreaded sale data and image uploader for Styletag which does not use a traditional image converter like ImageMagick, but rather leverages Akamai's Image Cloudlet.

  Role and responsibility: Investigated bottlenecks in the existing system. Designed and developed the uploader to be faster and cheaper.

  Technologies used: Ruby, Ruby on Rails, Celerty, Akamai Luna, AWS RDS (Mysql), AWS EC2 (Ubuntu Linux)

- **Automated Cohort Data:** Styletag's sales metrics are consumed in a Cohort format (Month to Date). The metrics which were previously crunched offline are now delivered to key management hourly through SMS and email thus letting them have a clear picture of daily sales performance.

  Role and responsibility: Initiated requirement gathering based on exisiting reports and consumption formats. Designed and developed metric calculation using lightweight scripts (rather than heavier MVC architectures).

  Technologies used: Ruby, SMTP, Exotel SMS Gateway, AWS RDS (Mysql), AWS EC2 (Ubuntu Linux)

- **Customer Support Automation:** Styletag's customer support process involved manually calling customers to confirm COD orders. The automated Customer Support system replaced the manual process using multi-threaded simulated agents. The system called customers, presented and IVR for order confirmation and accordingly moved orders forward. In case of no response, the system organically waited in progressive times trying for a maximum of three attempts.

  Role and responsibility: Monitored CS activity for repetitive tasks. Designed and developed IVR system and multithreaded virtual agents using Exotel and Jruby.

  Technologies used: Jruby, Ruby, Exotel SMS Gateway, AWS RDS (Mysql), AWS EC2 (Ubuntu Linux)

- **Local Cloud:** Styletag.com is deployed on AWS infrastructure. In order to reduce costs, a local cloud based on Citrix XenServer was deployed to simulate the AWS environment as close as possible. The local cloud was used to run staging and deployment tests.

  Role and responsibility: Designed and deployed local cloud architecture. Handled costing and procurement of hardware.

  Technologies used: Citrix XenServer 6.2, NFS, Redis, Mysql, Ubuntu Linux

- **Sale Dashboard:** Styletag.com's merchandisers rely on data and metrics in order to predict trends in fashion sales. The centralized Sale Dashboard consolidated the performance of uploaded sales, categories etc. The

Dashboard allowed for decisions to be made through the course of the day rather than based on “end of day” reports.

Role and responsibility: Designed and developed lightweight scripts to generate reports. Gathered merchandiser feedback and altered design accordingly. Reports were presented on auto-updated Google Docs (due to user’s ease of use and technological comfort).

Technologies used: Ruby, AWS RDS (Mysql), Google Docs, AWS EC2, (Ubuntu Linux)

- **SMS Order confirmation:** Styletag.com’s “Cash On Delivery” option requires customers to enter a confirmation number sent to their registered mobile numbers. This eliminated spurious orders. The system automatically moved confirmed orders further along the order fulfillment process.

  Role and responsibility: Gathered requirments and designed process flow. Designed system architecture and finalized on vendors to be used.

  Technologies used: Ruby, Rails (ROR), ValueFirst SMS gateway, AWS RDS (Mysql), AWS EC2 (Ubuntu Linux)

- **Search:** Styletag.com’s site search option was a much needed feature. The search works across products and their attributes, sale names and search related classification. The feature internally uses the Amazon Cloud Search system.

  Role and responsibility: Researched Amazon CloudSearch interface. Adapted the interface to work with the Styletag infrastructure. Wrote the custom Cloud Search population system in Ruby by mining Styletag’s product and sale database periodically.

  Technologies used: Ruby, Rails, AWS Cloud Search, AWS Elasticache (Memcache), AWS RDS (Mysql), AWS EC2 (Ubuntu Linux)

- **Site Filters:** Sale and product filters on Styletag.com are used to refine a user’s navigation. Search results can also be drilled down further to get to the desired set of products.

  Role and responsibility:Gather requirements from sample user base. Designed, researched and developed Redis based filter system. Wrote periodic cron scripts for filter data population and flushing. Filter logic is processed server side rather than on the client.

  Technologies used: Ruby, AWS Elasticache (Redis, Memcache), AWS RDS (Mysql), AWS EC2 (Ubuntu Linux)

- **Merchandiser Console:** Styletag.com being a flash sale based E-commerce has dynamically changing sales. The merchandising team change product quantities, values and other attributes frequently. The Merchandiser Console allows the merchandising team to make both minute as well as bulk changes using simple CSV files.

  Role and responsibility: Gathered requirements, designed and developed console. Console has severe checks and balances in order to prevent erroneous data changes.

  Technologies used: Spree, Ruby, Rails, AWS RDS (Mysql), AWS EC2 (Ubuntu Linux)

- **Transfer Cart:** Styletag.com’s offline marketing initiative involves a touch screen which allows customers to virtual window shop at the store front and transfer their cart to their personal portable device (mobile, tablet etc) to continue their shopping in privacy.

  Role and responsibility: Research technology and feasibility. Create architecture and design of prototype. Presentation of innovation to stakeholders.

  Technologies used: Ruby on Rails, QR codes, AWS RDS (Mysql), AWS EC2 (Ubuntu Linux)

Oct’08 - July’11 **Product: Atlantis ILIO** Atlantis Computing

- **Installer:** Atlantis Ilio is a storage virtualization solution which provides a 10X performance increase in VDI storage. Ilio also uses inline Deduplication to reduce VDI storage usage by 4X and give up to 95IOPS offload. The Installer is used to deploy and configure the Ilio virtual appliance for customer specific needs.

  Role and responsibility: Conducted the requirement analysis and designed the database schema. Designed

and developed the command line installer. Designed and integrated the email feature into the installer. Designed and wrote the custom email module for Ruby.

Technologies used: Ruby, SMTP, Linux dialog, Python, Sqlite, Ubuntu Linux

- **Monitoring:** The Ilio monitoring module is a notification system to inform administrators regarding server failure, failover or failback (in a high availability environment) using the integrated email system.

  Role and responsibility: Conducted the requirement analysis. Designed and developed the email module. Designed and integrated modules with the monitoring daemons. Developed the Ruby Erlang module.

  Technologies used: Ruby, Erlang, Erlectricity, SMTP, Linux dialog, Ubuntu Linux, Bash scripting

- **Configurator:** The Ilio Configurator is an installer/configuration generator. The configurator managed networking, installation details and deployment details needed to install/deploy the product.

  Role and responsibility: Was in charge of requirement gathering, analysis and database design. Designed and developed the configurator UI and the input error processing engine. Integrated the Ilio Configurator with ISO generation tools. Headed the customization of the UI toolkit for single point branding changes.

  Technologies used: Ruby, Shoes

Aug'06 - July'11 **Product: Atlantis UNITY** Atlantis Computing

- **Active Directory:** The Active Directory integration with Atlantis Unity allowed users to access their Unity account using their enterprise Active Directory credentials. This also allowed administrators to control user access, permissions and secure login through a single point.

  Role and responsibility: Was in charge of requirement analysis and database schema design. Designed and developed the custom Ruby module for Active Directory integration. Developed the module to integrate Linux LDAP and Active Directory and developed a custom LDAP tree search. Designed and developed a single sign-on system for Unity. Also developed a mapping between Active Directory and Unity feature subscriptions.

  Technologies used: Ruby, Ruby on Rails, LDAP, Active Directory, Awk, Gentoo Linux, Nginx

- **Netboot V1.0:** Atlantis Netboot v1.0 is a PXE-boot Knoppix based JeOS. The JeOS allowed diskless clients to boot into a custom environment and seamlessly start up a Windows based virtual machine image using Qemu built into the JeOS.

  Role and responsibility: Performed requirement gathering and analysis. Designed and developed a Knoppix Linux based JEOS. Designed and re-mastered Knoppix Linux to suite the product needs. Integrated Qemu virtualization with the diskless JeOS. Integrated the JeOS with the existing Unity infrastructure. Customized the JeOS to work with non-standard client devices. Designed and developed a secure login into the Netboot JeOS integrated to use Unity credentials.

  Technologies used: Python, GTK, Linux DHCP server, Knoppix Linux, Qemu, Bash scripting

- **Netboot V2.0:** Atlantis Netboot v2.0 involved an enhanced JeOS. This JeOS used Ubuntu as a base. The user could select a Windows based virtual machine image and boot into it seamlessly using VMware Player built into the JeOS. The project also involved working with the Etherboot gPXE team to integrate gPXE with the Atlantis Netboot solution.
  (`http://etherboot.org/wiki/appnotes/authmenus`)

  Role and responsibility: Performed requirement gathering and analysis. Designed and developed an Ubuntu Linux based JeOS with an nfs-kernel diskless system. Also integrated Etherboot gPXE with Atlantis Netboot. Integrated user Virtual Machine selection with Etherboot gPXE during boot process. Created a Customized linux DHCP server to support Netboot. Integrated VMware Player into a diskless Ubuntu environment. Designed and developed a secure login system integrated with Unity and Active Directory. Designed and developed a Diskless Client Control module which allowed remote monitoring and shutdown. Developed a MAC address based subscription filter.

  Technologies used: Ruby, GTK, Python, Ubuntu Linux, Linux TFTP server, Linux DHCP server, VMware Player, Etherboot gPXE, Active Directory, LDAP, NFS, Bash scripting

Aug'06 - July'11 **Product: Atlantis WEBTOP** Atlantis Computing

- **User signup system:** Webtop was a web-based service which allowed users to subscribe to desktop applications hosted on the cloud and access them remotely using a web-browser. This project allowed users to signup, create default user data and subscriptions and send an email on successful account creation.

  Role and responsibility: Gathered requirements and designed the database schema. Designed and developed the web-based system. Developed an automated mailer system for signed-up users. Developed an automatic backup system for the database.

  Technologies used: Ruby, RoR, Action Mailer (RoR), Postgres, Slony, Gentoo Linux

- **User management system:** The Webtop User management system allowed administrators to handle all aspects of the user account. It let administrators set user quotas, modify access rights and application subscriptions.

  Role and responsibility: Performed requirement gathering and analysis. Designed the complete database schema. Designed and developed the web-based administration console. Designed and developed the server-side components to perform Linux user administration (creation, permissions etc.) Designed and developed the quota and subscription management engine.

  Technologies used: Ruby, Ruby on Rails, Postgres, Gentoo Linux

- **User chat integration:** The Webtop User chat allowed users to chat among themselves using an integrated chat client (browser-based).

  Role and responsibility: Designed and developed the browser based chat system. Integrated JWChat with the existing Ruby on Rails based framework. Configured and integrated ejabberd with the Rails backend. Designed and developed the user chat access rights engine.

  Technologies used: Ruby, Ruby on Rails, ejabberd, JWChat, XML

- **User monitoring:** The user monitoring module was used to determine Webtop usage statistics. The project involved monitoring subscription usage, geographical access, report and trend generation.

  Role and responsibility: Performed requirement analysis and database schema design. Designed and developed the user logging subsystem. Developed the user access to geolocation mapping engine. Designed and developed the trend determination engine. Developed the tools for report generation.

  Technologies used: Ruby, Ruby on Rails, Awk, Postgres, Gentoo Linux

- **Google Gadget:** The Webtop Google Gadget was a full-featured Webtop access console re-written and miniaturized to work within a Google Gadget. This allowed users to integrate their Webtop account into their Google home page.

  Role and responsibility: Gathered and analyzed requirements. Designed and developed a miniaturized Webtop UI. Designed and developed the Webtop Google Gadget. Developed the Rails backend to support the Google Gadget. Integrated Webtop Application Streaming with Google Gadget. Developed a secure login system through Google Gadget.

  Technologies used: Ruby, Ruby on Rails, XML, NX, Gentoo Linux, Nginx

technical skills

Development

- Operating systems: GNU/Linux (use and development), Windows (use)
- Frameworks: Rails (Ruby on Rails)
- Virtualization: Citrix XenServer, VMWare Player, VMWare Workstation, VMWare ESX, VMWare ESXi, VMWare View, Qemu
- Server technologies: Familiar with High Availability systems and storage systems such as NFS, CIFS, NAS, SAN and iSCSI

- Working knowledge of Unix System Programming
- Good knowledge of Shoes (Ruby based GUI toolkit) and working knowledge of Gtk (Rubygtk)
- Experience in full software lifecycle (ideation and design, development, testing, packaging and deployment)
- Good knowledge of Linux OS customization and packaging
- Good at rapid prototyping of ideas
- Experienced in Customer support and interaction

Academic Qualifications

Ongoing **MBA General Management** SMUDE
Sikkim Manipal University

2015 **MTech. Computer Science (Pending Results)** KSOU
Karnataka State Open University

2006 **B.E. Computer Science** VTU
Dayananda Sagar College of Engineering, Bangalore, Karnataka

2002 **Standard 12** CBSE
National Public School, Bangalore, Karnataka

2000 **Standard 10** CBSE
National Public School, Bangalore, Karnataka