

# Mrityunjay Ravi Iyer

## General Manager - Technology

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### certificates



## Summary

A total of 10 years of experience in different roles and technologies. Experience with vendor and customer interaction. Good at rapid prototyping of technology ideas. Can manage large teams, both technical and non-technical.

## management experience

Apr'15 - Now

**STYLETAG.COM**

**General Manager - Technology**

- Handheld ERP related processes, interaction with ERP vendors and internal stakeholders.
- Researched new technologies, platforms and standards; reduced costs and optimized existing infrastructure.
- Designed a built-from-scratch stateless E-Commerce system with swappable micro-services.
- Reduced infrastructure OPEX by 50% and increased burst traffic capacity by 200%.
- Migrated to a new platform, using an ETLV strategy with complete transformation of data, completed within 9 hours of downtime.

Apr'13 - Now

**STYLETAG.COM**

**Sr. Project Manager**

- Bettered customer experience by reducing site load time by two thirds. Reduced bounce rates by 10%.
- Researched and headed innovation projects for the primary E-Commerce business
- Headed offline marketing's technical initiatives and designed technology for Styletag's kiosk outlets.
- Managed ERP and POS migration from legacy systems.
- Optimized existing technology platform and engaged Akamai for its CDN platform.
- Instituted round the clock tech support and escalation systems.

Jul'12 - Apr'13

**STYLETAG.COM**

**Project Manager**

- Defined and created OKRs for the tech team. Instituted Agile methodologies for development.
- Introduced and adapted SCRUM for non-technical teams such as marketing and operations
- Created points of contact and process for communication / requirements with other business units
- Instituted processes for seamless new-feature / maintenance code deployment through scheduled downtimes.
- Designed a high availability architecture for the primary E-Commerce website. Introduced monitoring and alerts.

Aug'11 - May'12

**Technical Startup (stealth-mode)**

**Product Manager**

- Managed customer engagements and new business opportunities.
- Managed interaction with corporate entities for corporate technical training in Android.
- 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.
- Built and led the technical and development team from scratch.

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, liasoned with US teams for planning and delegation.
- Managed development support for both Customers and Sales Engineering team.
- Trained and mentored team members in Agile software development and SCRUM.
- Was in charge of technical recruitment and induction.

## technical skills

- Rapid prototyping of ideas.
- Technical Product roadmap.
- Full software lifecycle experience (ideation and design, development, testing, packaging and deployment).
- Customer interaction and requirement analysis.
- **Experimentation:** Raspberry Pi (Digital Interactive Signage), Twitter Bot
- **Scripting:** Ruby, Basic Python, Bash
- **Database:** MySQL, Postgres (older versions)
- **Frameworks:** Rails (Ruby on Rails), Shoes (GUI Toolkit)
- **Server technologies:** Familiar with High Availability systems and storage systems such as NFS, CIFS, NAS, SAN and iSCSI
- **Monitoring:** NewRelic, Pingdom, Pagerduty, Cloudwatch
- **Cloud Ecosystems:** AWS (EC2, VPC, RDS, ElastiCache, S3, CloudSearch)
- **Content Delivery Networks:** Akamai Luna, Akamai DSA
- **Virtualization:** Citrix XenServer, VMWare (Player, Workstation, ESXi, View), Qemu
- **Operating systems:** GNU/Linux (use and development), Windows (use)

## technical experience

Jul'12 - Now

**Product: STYLETAG.COM**

STYLETAG.COM

**Technologies:** AWS (RDS, EC2, ElastiCache Redis, ElastiCache Memcache, S3, CloudSearch), Akamai CDN, Exotel Cloud Telephony, JRuby, Citrix XenServer 6.2, NFS, MySQL, SpreeCommerce, Ruby, Rantly, Quickcheck, Google Identity Platform

- **Single-Sign-On:** All of Styletag's internal resources and applications had individual authentications. By using Google's Identity Platform, a single sign-on was established, reducing authentication management. Roles are in turn managed using Google's custom Admin roles.
- **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 simulating incorrect uploads.
- **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 technology thereby reducing server load and cost. Upload time was reduced from 4 hours to 2 minutes.
- **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 computed near realtime and delivered to key management hourly through SMS and email thus letting them have a clear picture of daily sales performance.
- **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.
- **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.
- **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.
- **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.

- **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.
- **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.
- **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.
- **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.

Oct'08 - July'11

**Product: Atlantis ILIO**

Atlantis Computing

**Technologies:** Ruby, SMTP, Linux dialog, Python, Sqlite, Erlang, Erlectricity, Ubuntu Linux, Bash scripting, Ruby Shoes

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

Aug'06 - July'11

**Product: Atlantis UNITY**

Atlantis Computing

**Technologies:** Ruby, LDAP, Active Directory, LDAP, Awk, Nginx, Python, GTK, Linux DHCP server, Qemu, Bash scripting, Ruby on Rails, GTK, Python, Linux TFTP server, VMware Player, Etherboot gPXE, NFS, Bash scripting, Ubuntu Linux, Gentoo Linux, Knoppix Linux

- **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.
- **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.
- **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>)

Aug'06 - July'11

**Product: Atlantis WEBTOP**

Atlantis Computing

**Technologies:** Ruby, Ruby On Rails, Action Mailer (RoR), Postgres, Slony, ejabberd, JWChat, XML, NX (Nested X Server), Gentoo Linux, Nginx

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

## Academic Qualifications

Ongoing	<b>MBA General Management</b>	SMUDE
	Sikkim Manipal University	
2015	<b>MTech. Computer Science (Pending Results)</b>	KSOU
	Karnataka State Open University	
2006	<b>B.E. Computer Science</b>	VTU
	Dayananda Sagar College of Engineering, Bangalore, Karnataka	
2002	<b>Standard 12</b>	CBSE
	National Public School, Bangalore, Karnataka	
2000	<b>Standard 10</b>	CBSE
	National Public School, Bangalore, Karnataka	