

## Synopsis

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- Software Engineer with 24 years of experience in finance and commerce domains
- Hands-on Technical Leadership, building high-performing, diverse teams and scalable systems across multiple geographies
- Consistent track record of product delivery, scaling products from concept to market (0 to n), with engineering excellence
- Expertise in designing distributed systems and internet-scale web applications, with emphasis on information security, delightful experience, performance and reliability
- Effective engagement with stakeholders (CxO staff and investors) to drive strategic outcomes
- Passionate about talent development, mentoring and fostering the growth of future leaders

## Experience

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### Distinguished Engineer

**Blackhawk Network, Bangalore (05/2022 – Present)**

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- Architected and launched the new web platform for D2C (direct-to-consumer) business, enabling new scale, improved customer experience and SEO rankings
- Manifested [Giftcards.com](#) to the new platform, increasing daily average revenue by 2x and boosting conversion rates by 1.5x YoY
- Developed a composable UI framework supported by a UX design system and integrated content authoring (tech stack: ReactJS, VanillaJS, Storybook, Figma, Adobe Experience Manager, Fastly, NGINX)
- Designed a context-driven API architecture with backend-for-frontend orchestration, ensuring seamless integrations and separation of concerns (tech stack: Node.js, Java, APISIX, AWS)
- Led cross-functional teams across the organisation and external vendors, aligning efforts to streamline the middle and back-office workflows
- Stabilised the acquired commerce systems, employing reverse engineering to simplify the design and achieve 2.5x scalability

### Senior Director of Engineering

**Blackhawk Network, Bangalore (05/2020 – 05/2022)**

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- Co-led the [inception and growth of India SDC \(Strategic Development Center\)](#) as Head of Engineering, onboarding 20+ teams to deliver for the four primary product lines
- Conceptualised and launched [a mobile-first contact-light web app](#) to provide [a digital shopping experience in physical retail stores by scanning a QR code](#) in 5 countries
- Extended the framework to launch a headless API solution to [convert cash to crypto-currency, integrated with retail and Bitcoin networks](#)
- Incubated Data Science as a first-class function and onboarded a team to improve the risk assessment for payments and order fulfilment

- Led the Search and Catalog functions for the [ASDA online groceries store](#)
- Migrated the platform from Oracle ATG to a micro-services model, with a new product management tool, saving ~40% in operational costs
- Improved search relevance continually, leading to a reduction in shopping time by ~50%
- Tech stack: Java, Spring Boot, Kafka, SOLr, GraphQL, ReactJS, Spark, Cassandra, Azure

- Led a key initiative to improve the seller-side experience based on 2016 NPS feedback
- Built a unified search solution for enterprise customers, improving visibility across taxonomies
- Tech stack: Java, Spring Boot, Angular, SAP HANA, HashiCorp stack

- Provided technical leadership for various mid to large-scale high-impact initiatives
- Built global teams from the ground up and mentored future leaders
- Equities Trading Data Hub (2012 – 2016) – launched the new data distribution and enrichment platform to standardise data models to a canonical dictionary, eliminating multiple bespoke processes and achieving ~\$5M annual savings
- PWM Trading Surveillance Automation (2009 – 2012) – developed a new pre-trade service to pre-empt cross-border trading risk for mutual funds and hedge funds assets
- PWM Portfolio Accounting Roadmap (2005 – 2009) – led the global team and delivered a new PnL engine (integrated Advent Geneva with GLOSS) to achieve ~40% cost savings
- FX Risk – Migration to SecDB Compute Farms (2004 – 2005)
- Tech stack: C++, Java, Kafka, Sybase (ASE & IQ), iLOG, Advent Geneva, GLOSS

- Developed an auto-trading engine for Lehman Brothers, based on proprietary market-data variance models
- Built monitoring tools for custody-away transaction flow for JP Morgan Chase as part of the GSTPA initiative

## Education

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**Bachelor of Engineering** (1996 - 2000), Government Engineering College, Bhopal, India

**Executive Program in Applied Finance** (2006 - 2007), Indian Institute of Management (IIM), Calcutta, India