

Natalya Elkanova

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Technology leader, communicator, team builder, co-founder.

WORK EXPERIENCE

Engineering Director - Digital Payments, American Express

October 2014 - April 2016

Built engineering team of 15 from scratch in Palo Alto office.

Scaled team's capacity and responsibility to own of multiple products and partner engagements.

Interfaced and collaborated with business stakeholders, operational teams, security, senior leadership to align business goals with technology initiatives.

Set technical direction for the team.

Rationalized and managed process of development and delivery, maintaining strong engineering culture of efficient collaboration and ownership.

Met and exceeded deadlines while managing risks to timeline and budget.

Interfaced with external technology partners and drove technical integration and delivery.

Milestones and launches:

- Enablement of Corporate cards to American Express Apple Pay portfolio, extensible to all future digital wallet launched by Amex;

- US launch and support of Samsung Pay (Amex portfolio)

- Support of Android Pay

Co-founder/CTO - Rillate

February 2014 - October 2014

Owned technical direction, implementation, operational aspect, working with stakeholders to maintain and align to business needs.

Collaborated with product co-founder on discovering and defining MVP use cases.

Evangelized APIs and Platform approach to the MVP.

Responsible for customer engagement solution design and delivery.

Presented Roadmap, and Technical Architecture, Engineering Organization to investors and customers.

Milestones and accomplishments:

- MVP set of APIs completed and integrated with the first customer.

- Stood up and maintained AWS environment. Set up automation, monitoring, security.

- Evaluated external API proxy providers, drove API monetization approach.

Competencies

Mobile Payments

Yield Optimization

Distributed systems

API

Microservices

Team Building

Delivery



Team Lead/ Senior Engineer - Boku

March 2011 - Feb 2014

Delivered key features of Boku platform as individual contributor and team lead.

Coordinated scope and timelines across product management, engineering, quality assurance, release management and ops.

Mentored and supported team members growth and collaboration.

Took part in cross-team best practices and initiatives: design sessions, code reviews, issue triage, deployments.

Milestones and accomplishments:

- Integrated Boku with Facebook Local Currency API as mobile payment provider.

- Redesigned and reimplemented chargeback module of Boku payment system as fault tolerant distributed service, migrated seamlessly.

- Delivered enhancements to Boku's proprietary fraud prevention rule engine.

- Implemented "One click purchase" feature for mobile payments driving double digit percent improvement to transaction conversion rate and strategic competitive advantage (US Patent 9003079).

Principal Engineer/ SDE2 - Rapt INC (acquired by Microsoft)

Jan 2001 - March 2011

Contributed to and led development on Rapt's pricing optimization product, owned design, architecture, delivery and collaboration with data science team.

Designed statistical model and led implementation, delivery and rollout plan for display ad demand forecasting component (c#) for Microsoft Display Advertising, estimated \$10M ROI.

Sole owner of support for Rapt legacy optimization products post acquisition by Microsoft. Recognized with internal Gold Star award.

Presented to cross-team audiences, evangelized and transferred the knowledge on price optimization, demand forecasting and modeling via presentations, demos

Managed offshore dev team in Minsk, Belarus.

EDUCATION

MS Applied Math / Computer Science, Southern Ural State University (Russian Federation)

PATENTS

US **9,003,079** - API methods for phone-on-file opt-in at a merchant server.

