



Ashish Gupta

Sustainability, Leadership and Technology Expert

Passionate individual with over 20+ years of experience as an Entrepreneur and Computer Engineer. Core Competence in Sustainability, Resilience, New Business Venture, Networking and New Systems Thinking. Aiming to co-create systems to help scale up sustainability benefits (social, ecological and economic) using Information Technology.

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SKILLS

Embedded Systems Design

Enterprise Mobility

Enterprise Solutions

Product Development

Project Management

Requirement Analysis

Root Cause Analysis and Mitigation

Systems Architecture

Strategic Leadership

Technology Integration

Hiring, Training and Mentoring

PROFESSIONAL SUMMARY

Consulting, Business and Market Development (02/2011 – Present)

- Advised national NGOs, Central and State Governments in India on Policy for Innovative Sustainable Food Systems, Market Linkage and Technology (IT/Big data).
- Navigated Risk and Crisis Management for business continuity by mitigation and securing jobs for employees. Successfully networked over 80 business vendors in 10+ years with continued market access to date.
- Successfully performed 1 Business Transfer by equity delegation and compliance for autonomy and future scaling up.
- Innovated 1st ever business case in India to sell Apple (Plant) Trees Online (Business Process Definition and E-commerce integration) to increase business reach by over 40% operational efficiency by 50%.

Entrepreneurship and Leadership (09/2008 – Present)

- Founded 2 Social Businesses and Co-founded 2 Non-Profits in over 10 years. All organizations profitably funded and functional till date.
- Mentored over 1000 smallholder farmers, multiple youth entrepreneurs and management undergraduates with localized business, IT impact, brand equity, corporate equity (FPOs), regulatory compliance and market linkage models across India - sector focus - Sustainable Agriculture systems.
- Curated and Executed over 5 bespoke public events in Delhi/NCR to channelize marketing systems for Sustainable Agriculture and business development.

Computer Engineering/IT Enterprise Development (06/2000 – 07/2007)

- Devised technical solutions as Systems Architect for strategic business alignment of devices (USB Stack, Biometric, Payment Card) for Company Terminal Hardware Solution.
- Technical leadership and team mentoring of 2-6 engineers in multiple projects on Embedded Systems, Computer Networks, Enterprise Solutions and Financial Inclusion. 8+ years of experience in Coding in C/C++, Java Enterprise, Cloud Computing, E-commerce, DevOps, Project Management.
- Solved complex technical problems in Systems Stability, Memory and Cycles Optimization for L2/L3 Packet processing, kernel level stability and data/control plane configurations.

WORK EXPERIENCE

Founder - Social Entrepreneur

Organic Way of Life (Jaivik Haat), Jaivik Haat Private Limited (JHPL)

10/2009 – Present

Achievements/Tasks

- Achieved Cash-Flow based sales turnover of INR 40 lacs+ (upto INR 70 lacs+) from 3rd Year Onward with Negligible debt exposure.
- Exceeded break-even 3rd Year Onward. Increased Turnover over 30% Y-o-Y by suitable sourcing, networking and marketing interventions.
- Directed a lean and small business environment for Low-Cost High Impact. Co-Founded and Networked 2 Non-Profits with For Profit business for capacity building and scalability.
- Created Direct and Indirect employment for 8+ individuals in Delhi/NCR as part of small business system in the last 10 years, through Business strategy and crisis management.

Delhi, India

WORK EXPERIENCE

Senior Systems Architect

GISIL Designs/Indepay Networks

07/2007 – 07/2008

Gurgaon, India

Systems Designs for POS Terminal Hardware, Embedded Systems for Fintech

Achievements/Tasks

- Managed Systems Engineering Technical Leadership for strategic business alignment of devices for the Company Terminal - USB stack devices, Biometric Systems (ISO 19794), Payment Card Device, Pin Entry Device (PED), PCI DSS Compliance.
- Technically assisted company to secure Government contract on Biometric Device Deployment for Financial Inclusion in Rajasthan for over 2 million smallholder on PCI compliant Payment Terminal.
- Successfully executed root cause analysis for Enterprise system problems for financial inclusion and card payment systems based on Java EE.

Senior Lead Software Engineering

Conexant Systems

06/2004 – 07/2007

Noida, India

Now Acquired by Synaptic Inc

Achievements/Tasks

- Managed Technical Engineering team of 3-6 engineers for various projects by assigning technical tasks, code reviews and integration with DevOps and Agile Methods.
- Diagnosed Root cause analysis for complex Kernel Crash solutions, Data-plane configuration timelag reduction by over 100%.
- Applied for Innovation Disclosure in Internal Company IPR Department - Architecture and High level design for a network processor function for quick look-ups of inline L2/L3 packets based on proprietary hashing function and lookup hardware.

Software Engineer

Various Organisations (NIKSUN India, Pixtel Communications, iPolicy Networks)

09/2000 – 06/2004

Multiple Locations, India

Pixtel Acquired by Mediatek, iPolicy Acquired by Tech Mahindra

Achievements/Tasks

- Coded Projects in Java EE (Client-Server using Servlets) to Implement Smart packet detectors for IDS in teams of 2-6 engineers. (NIKSUN India)
- Developed interfaces for MMI, Call Management state machine and Protocol Stack Integration for ARM based GSM/GPRS Chipset in collaboration with Mediatek (Taiwan) (Pixtel Communications).
- Developed tools, software and testing framework for High speed packet filtering and matching on various Network security devices on Control Plane for High Speed Networks (NAT/Firewall) (iPolicy Networks).

TECHNICAL SKILLS

Computer Hardware

Configuring and managing interfaces for ATM, Fibre, DSL, Ethernet 802.3, Cisco Routers, Switches, Packet/Crypto Generators, JTAG, Oscilloscope, Ports

Computer Networks

TCP/IP – Stack Internals, L2/L3 Protocols, Applications, Routing Systems, Testing Frameworks, Active Networks

Microsoft/Other Tools

Project, Office, Todoist, Google Suite, Javascript tools, XML Parsers, Vim, Emacs, Netbeans, Eclipse

Enterprise Systems

Webservers (Apache, Tomcat), Cloud (SaaS, PaaS, XaaS), Magento, IoT, Testing Automation, Versioning (Git, SVN), Database (SQL)

Languages/Compilers/Interpreters/Tools

C, C++, Gnu Tools, Assemblers, Parsers, Java Enterprise, Perl, XML, Scripting Languages (Perl, Shell Scripts)

Standards

RFC, ITU-T recommendations, POSIX, GSM ETSI Standards, 3GPP GSM Standards, IEEE, ISO 19794 Biometrics, EMV Level, PCI PED/DSS

EDUCATION (HIGHEST)

Bachelor of Engineering - Computer Science And Engineering

Walchand Institute Of Technology (WIT)

Master of Science - Software Systems

Birla Institute of Technology and Sciences