

Gopala Krishna Rao

S/O N.Madhusudhana Rao,
Retd.DSP, City Police,
Vijay Sree Apts, Mehdiapatnam,
Hyderabad 500028.

Cell Phone: 8978556611

Email: gopala.krishna@outlook.com

Website: <http://subtlelegopalweb.com>

Summary

Workafrolic - Product Leader – Entrepreneur- Ecommerce Expert. Techno-functional leadership professional with experience in product management which includes product design, product specification, product marketing, owning product roadmap and managing product backlog. Experience in designing and developing frameworks, Order management systems, Warehouse management systems, Cloud ERP's, E-commerce systems, Rule engines, Platforms and API's. Committed to add value to the business using technology. Agile-driven and customer focused. Passionate about hiring, building, expanding, retaining, managing teams and marketing the product to generate revenue. Highly passionate in keeping track of latest advancements in technology, platforms and products in both enterprise and consumer market space.

Have 11 years of experience which includes 18 months of entrepreneurial experience. Recently I worked for Capillary Technologies as GM-Products (Product Head) in the leadership team and earlier I had stints with companies like Microsoft, JPMC and startups. My educational background includes B.Tech in Mechanical Engineering from IIT Bombay (2005 pass out)

Professional Experience

Recently worked for Capillary Technologies as General Manager (GM)-Products (Product Head). Worked for Microsoft from Nov 2011 – Nov 2012 (Full time employee (FTE)). JPMorgan from June 2011 – Nov 2011. Clients of Algorism from Jan 2006 – Feb 2011.

Professional Projects

Product: Martjack E-Commerce Platform Webstore, OMS, WMS, API Integrations

Martjack SAAS platform enables us to setup complete online ecommerce store or market place with OMS and WMS systems at the backend. Executed complete e-commerce implementations for the clients FabIndia (<http://www.fabindia.com>) and BIBA (<http://www.biba.in>) with customized Order Management System (OMS) and Warehouse Management System (WMS) for each client.

Responsibilities and accomplishments:

- Complete ownership of existing Martjack order management system and newly developed Martjack warehouse management system. Responsible for Design, Specifications, Feature acceptance, Cloud deployment as App Service, DevOps Lifecycle including TDD, CI, CD, RM
- Complete ownership for executing complete E-Commerce webstores for FabIndia (<http://www.fabindia.com>) and Biba (<http://www.biba.in>) and act as a point of contact for order management and warehouse management systems till Go-Live. As a part of the client engagement I visited the client warehouses and collected all the requirements for the warehouse management system.

- Design and execute the product development from conception to UAT for order management system modules Order Allocation, Courier Allocation, Order Transfer, and warehouse management system modules like Picklists, Bulk Shipment, and Tracking. Executed development of Martjack API integration with other Capillary and ERP products and logistic provider integrations for FedEx, GoJavas, Bluedart, Aramex, and Ecomexpress.
- Started and Implemented complete DevOps life cycle in teams including, TDD, Continuous Testing, Continuous Integration, Continuous Deployment, Configuration management
- Interacted with business, sales, support and keeping them updated about the new developments in the platform through presentations and documented resources. Also, driven the product document process and ensured that the product wiki is up to date
- All the modules developed for FabIndia and BIBA has passed UAT tests with 96% accuracy. Special appreciation from the clients for the order allocation and courier allocation modules design and for implementing TDD, Continuous Integration and Deployment strategies

Product: Robotic Operations Framework (Application framework)

This is a backend system which handles the process of shipment of the products checked out by the user in the shopping cart without involving human interaction. The products needs to be shipped are collected from a front end E-Commerce application and processed through robots.

Product: Enterprise Content Search Framework (Application framework)

This framework provides search capabilities for any internet and intranet based applications it is platform agonistic, and can be used with any target data repository (Databases, Flat file systems, cloud storages, documents)

Responsibilities and accomplishments:

- Preparing strategic roadmap for the product and presenting the roadmap and release plan to the stakeholders.
- Prototyping and designing the features and components for the frameworks
- Created and maintained complete design, development and test plans that included functional specifications, technical specifications, use case modeling and risk assessment.
- Led the design and development effort from vision to reality using agile – scrum methodology by effectively managing a team of 24 members

Product: Patents Explorer

This is a windows 8 metro application used to view, search and share patent documents. Designed as a platform agonistic application which can run on Windows 8, iOS, Android

Product: Nirvana Trade Order Management System (OMS)

This product is a trade order management system with the following capabilities:

Data collection: collects the tick data for selected national and international symbols

Data processing: calculates average volume, spread and standard deviation for the collected data.

Data cleaning: the processed data is cleaned by using an algorithm and the cleaned data is displayed through the charts

Data uploading: The cleaned data is uploaded into the cloud storage for further use in analytics

Responsibilities and accomplishments:

- End- end design, development, testing and deploying the applications. Marketing the product by preparing sales collaterals and presenting the complete product features to the customers. Also, responsible for optimizing the system in terms of scalability, availability, security, extensibility and performance requirements. Increased the revenue of the company two fold from OMS product.

Technology and PM skills

Technology: C\C++\C#\Java, SQL Server, .NET, MySQL, Visual studio, Microsoft Azure, REST API's

DevOps: Cloud Migrations (SAAS, PAAS, IAAS), Git, Visual Studio Team Services, TFS, TDD, Continuous Integration and Delivery, Puppet, Chef, Release Management, Load balancing, Caching, Micro Services, Performance\Availability\Scalability Management, Application Insights, Metrics

Products and Platforms: Magento, Acumatica, Shopify, Vinculum WMS, UniCommerce, Microsoft NAV\CRM, Lucene, Solr Search, MongoDB, MemCached, Trade OMS, Creative Share Platform

PM Skills: Product conceptualization, Product strategy and vision, Product design and specifications, Prioritization, Use case modelling, Market research, Scaling, Go-To market strategy, Feasibility analysis of features, Revenue generation, Business models, How Products\Systems work - Internals

Enterprise Clients: FabIndia, Biba, Walmart, Pizza hut, Acumatica, European patent office, JPMC

Other Details

- Efficient in hiring, building, retaining, expanding and managing mid-sized teams (8-10 members) with total size of all the teams of around 35-40 members. Has managed architects and managers. Accountable for providing support, mentoring, facilitating resources for the team and evaluating the team performance at regular intervals.
- I was the key member in establishing the Indian subsidiary for two companies which includes, setting up the Cloud Infrastructure, DevOps life cycle, Portals, Setting up the divisions: product management, design, development, testing, sales, legal and operations
- Extensive knowledge of Ecommerce Systems, Platforms, ERP's, OMS and WMS Systems
- I was placed among top 0.2 % out of 1, 25000 students who appeared for All India Joint Entrance Exam (IIT-JEE). I was awarded "star performer of the year" consecutively two times
- Official mentor for the undergraduate (B.Tech) students at IIT Bombay from last 5 Years. Also, I was topper and people leader in my school (S.V.High School, Nalgonda, A.P) and college (Gautami Academy College, Hyderabad, AP)

Personal Details

Personal Info Male, Date of Birth 18th April 1980, Languages: English, Hindi, Telugu, Indian Nationality, Marital Status: Married

Personal Website: <http://subtlelegopalweb.com/>

Personal Blog: <http://gopalakrishnaiitb.blogspot.com>

Technical Blog: <http://gopalakrishnatech.blogspot.com>