Hemaraju Chinnam

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Engineering Manager | Cloud SaaS Products | Technical Leader

Results-driven engineering leader with 16+ years of experience in delivering scalable SaaS platforms and enterprise solutions, including 3+ years leading agile teams in cloud-native environments. Proven expertise in RESTful API development (.NET Core), modern JavaScript frameworks (ReactJS, Angular), Azure and AWS cloud services, CI/CD automation, and stakeholder alignment. Adept at mentoring engineers, overseeing product delivery across cloud/on-prem environments, and promoting secure, scalable architectures. Passionate about building high-performance teams and leading transformation initiatives.

Professional Experience

Zenoti India Pvt Ltd — *Engineering Manager*
Aug 2021 – Present

- Lead a core team of 8+ and collaborated across multiple teams (~25+ total contributors) delivering core modules (Fitness, Smart Marketing, ezConnect, third-party integrations, ETLs) for Zenoti's global SaaS platform deployed across cloud and hybrid environments.
- Spearheaded the development of REST APIs using ASP.NET Core and serverless components (AWS Lambda, API Gateway, CloudFormation), improved onboarding efficiency and reduced customer migration time.
- Championed OKR-based performance reviews, Agile/Scrum best practices, and promoted CI/CD adoption, improving release velocity by 25%.
- Designed and implemented identity and access solutions using Azure AD and B2C, ensuring secure and scalable authentication for enterprise users.
- Mentored team members across engineering and QA through code reviews, workshops, and one to one sessions.
- Actively pursuing Azure Solutions Architect Expert (AZ-305)
- Accountable for effort estimation, identifying cross-team dependencies, and mitigating delivery risks early in the lifecycle.
- Championed to use **AI tools (ChatGPT, GitHub Copilot, Cursor)** to improve productivity, reducing average dev cycle time by 30%.
- Oversaw production support and managed resolution of critical incidents to maintain service reliability.

Key Projects:

- **Integrations Platform:** Architected and delivered a robust serverless integration framework enabling seamless customer onboarding from diverse legacy systems. Used AWS services (Lambda, API Gateway, CloudWatch) and CI/CD automation to accelerate delivery cycles and improve maintainability across client-specific deployments.
- **Smart Marketing:** Delivered an AI-powered campaign engine integrated with Flutter front-end and Web APIs; built on AWS serverless architecture.
- **ezConnect:** Built modern social channel integrations (FB, WhatsApp, Instagram) enabling seamless customer communication via Flutter, SignalR, and REST APIs.

Vela Technologies India LLP
Oct 2011 – Aug 2021
Roles Held: Senior Software Engineer → Module Lead → Team Lead

- Led transformation of Proarc into a SaaS platform using .NET Core, Azure App Services, and REST APIs; introduced secure access using Azure AD & B2C.
- Architected backend services and frontend apps using ReactJS and Redux; implemented JSON-based UI workflows for data visualization.
- Migrated SOAP services to RESTful APIs; introduced design patterns like DDD, CQRS, SOLID using MediatR, Dapper, FluentValidation.
- Built scalable ETL-style background jobs using Azure Blobs and .NET Core to process file-based client data streams.
- Worked with CI/CD pipelines and Git repositories (Bitbucket, VSTS) for automated deployments.
- Supported Agile adoption, led sprint planning and backlog refinement, and mentored junior developers across teams.

Sonata Software Pvt Ltd — *Software Engineer*
Jan 2009 – Sep 2011

- Developed QOSMOS (Qatar Airways Onboard Services Management System) streamlining operations across meal planning, equipment handling, and finance.
- Designed and implemented modules with relational database integration (SQL Server) and wrote comprehensive unit/integration tests.
- Collaborated with analysts and QA to estimate, deliver, and deploy enterprise modules.

Technical Skills

Languages & Frameworks: C#, .NET Core, LINQ, Web API, ASP.NET, REST, WCF, TDD, CQRS, DDD, SignalR
Frontend: ReactJS, Redux, JavaScript, TypeScript, jQuery, Flutter
Cloud Platforms: Azure (App Services, AD, SQL, DevOps, B2C), AWS (Lambda, API Gateway, CloudFormation, CloudWatch, S3, RDS), Docker
DevOps & Tools: CI/CD (Bitbucket Pipelines, Azure DevOps), Git, Jenkins (familiar), Swagger, PowerShell, VSTS
Databases: SQL Server, Oracle, MySQL (familiar)
ETL & Data: Azure Data Factory (basic), Data ingestion pipelines, Blob Storage, Databricks (learning)
Monitoring & Logging: CloudWatch, familiar with Splunk and New Relic principles
Architecture & Patterns: Microservices, Secure Auth, Identity, Factory, Strategy, SOLID, Dapper, Automapper
Agile Practices: Scrum, Kanban, OKRs, Sprint Planning, Cross-functional team leadership
AI & Productivity Tools: ChatGPT, GitHub Copilot, Cursor

Education

B.Tech. in Electronics & Communication Engineering
SCREC, JNTU – Hyderabad, 2008