

Harmanjeet Singh

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About - Engineering Manager with a knack for building and scaling robust systems and data products. I'm passionate about open source software, developer experience and systems engineering. Consistently promoted and selected among top 1% performers, resulting in continuous development and role expansion.

Experience

Majid Al Futtaim

Dubai, UAE

Senior Engineering Manager

Sep 2023 - Present

- Created an identity graph for MAFs diverse 75M customer record collected across 14 varied businesses
- Conceptualized and built classification of customers based their interactions with MAF businesses allowing marketing and customer experience teams win their “hearts, minds and wallets”
- Lead Core DE team which aims to perfect quality, reliability and observability across data, data products and data infrastructure
- **Tech Stack:** Spark, Splink, S3, Vertica, DuckDB, Airflow, Datahub, Kafka, Argo Workflows, Kubernetes, AWS

Engineering Manager

Sep 2021 - Sep 2023

- Led build for central business intelligence platform (internal name: Connect) for MAF which provides insights across market trends, competitive benchmarking and internal business performance
- Led build and integration for internal MarTech and AdTech automation product aiming to improve, consolidate and standardize marketing and advertising workflow across MAF's retail ad network
- **Tech Stack:** Spark, Cube.dev, S3, Vertica, Postgres, Airflow, NodeJS, React, ArgoCD, Kubernetes, AWS

Lead Data Engineer

Jun 2019 - Sep 2021

- Started as an lead engineer to handle central data infrastructure for MAF i.e. integration with 30+ source/sink, data observability and managing databases, data-lake, reporting and event-bus infrastructure
- Led and scaled a team from 5 to 18 engineers over 2 years to create Data Engineering and Operations team backing up the data management and operations required for flagship programs for loyalty, marketing and operations.
- Led build for an internal product for marketing platform which would crunch customer base of 30M with 600 odd attributes to craft a campaign specific audience with sub-second latency.
- **Tech Stack:** Spark, S3, Vertica, Postgres, HDFS, Airflow, Jenkins, Docker Swarm, AWS

Mu Sigma Inc.

Bangalore, India

Decision Scientist, Apprentice Leader

May 2015 - Jun 2019

- For leading US Airline, optimized recommender system to create a 30% significant lift in yearly revenue. Worked on reverse engineering performance of real-time recommendations (based on Oracle RTD) used for airlines check-in process
- For leading UK retailer, built data and platform infrastructure for retail pricing and inventory management.
- For MAF, built backend and data pipelines for internal employee application serving 46K employees with 150+ MAUs
- For MAF, built a configuration based framework for to run data integration and ETL tasks. Enabled 140+ data pipelines from 15 varied data sources to enable BI and analytics use cases

Education

PES Institute of Technology

Bangalore, India

Bachelor of Engineering - Electrical and Electronics

Jun 2011 - Jun 2015

Skills

- **Domains:** Product Engineering, Data Engineering, Machine Learning, Business Intelligence, and DevSecOps
- **Languages:** Proficient - Python, Shell, SQL; Familiar - Scala, Golang, JavaScript
- **Data Stack:** Postgres, SQLite, Vertica, Elasticsearch, DuckDB, Spark, Confluent Kafka, Cube.dev, Trino, Airflow, Superset