

# AMAR RAO

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## TECHNOLOGY & PRODUCT DEVELOPMENT LEADER

Seasoned Executive with successful track-record in building, deploying, and sustaining Enterprise Applications and SaaS Offerings from ideation to rollout. Proven hands-on experience in all aspects software product engineering and delivery. Demonstrated leadership in building high-performing self-managed teams across geographically distributed development centers.

### PROFESSIONAL EXPERIENCE

GE Industrial India Pvt. Ltd.

May 2017 - Present

#### *Senior Director – Software Engineering, Renewable Energy Digital*

I am leading GE Renewable Energy Digital organization in India. I provide technology vision and guidance for developing applications on Predix IIOT Platform to development teams located in Bangalore & Hyderabad. Responsible for architecture and execution of applications for Wind and Hydro asset performance management, prognostics, and advanced analytics using ML for operations performance management. Responsibilities include:

- Product architecture and design direction
- Guiding teams on usability, performance, and cloud operations.
- Supporting managers on release planning and delivery
- Develop POCs/refine and review code as part of mentoring team

Oracle India Pvt. Ltd.

2012 – May 2017

#### *Senior Director from 2016 - 2017*

I was the Line of Business (LoB) Head for Oracle Construction & Engineering Global Business Unit (GBU) – IDC and with development responsibility across all aspects of development and operations. I was the engineering owner of Primavera Unifier – a SaaS product and drive product management, development, QA, and User Experience. I accomplished a complete overhaul of UX and UI using OJET and increased user satisfaction by an order of magnitude. As the people leader, I led a development organization of almost 100 with teams based out of San Jose, CA, and Hyderabad all reporting to me. Responsibilities included:

- Product strategy and development
- Guiding teams on usability, performance, and cloud operations.
- Supporting managers on release planning and delivery
- As the de-facto GM, I also represented Oracle Construction & Engineering product development organization in Oracle India leadership team.

#### *Director, Product Development from 2012 – 2015*

I was responsible for development and sustaining engineering for 9 product for the Oracle Construction and Engineering GBU. Some noteworthy accomplishments:

- Expanded the product portfolio being sustained out of the India development center from 3 to 9
- Delivered major enhancements on two product lines spanning across 4 major releases in a 2 year period.
- Established metrics-based engineering processes & operations for the organization. This has resulted in over 50% decrease in post-production issues reported by customers and also 30% increase in productivity.
- Grew the sustaining engineering organization from 35 to 100+ with retention rate of over 90%.

- Led operational efficiency initiatives to streamline sustaining engineering operations and speed up resolution time of critical customer issues and escalations.

## Unit Leader (VP) Product Development, Infogix, Inc., Naperville, IL 2008 – 2011

I supported product development for all products and my responsibilities included planning, budgeting, development, and maintenance of all products.

Key accomplishments:

- Established the technical architecture (Java/Java EE supporting IBM and Oracle stack) for the next generation platform for all new products
- Overhauled an underperforming product and increased the value captured from customers by 250% from baseline

## Chief Architect, Objective Arts, Inc., Chicago, IL 2006 – 2008

I was recruited to help transform a sole-proprietorship contract organization into a fast-growing SaaS product and high-end IT consulting company. Key accomplishments:

- Responsible for \$1M revenue in the first year and \$2M in the second year.
- Built and managed a team of 15 to work on key SaaS development and rollout.
- Developed the architecture and led the development of an open-source platform for the Department of Child & Family Service, State of Illinois, USA. Partnered with multiple vendors to develop web applications to allow for baseline measurement, collection and tracking of child progress over time
- Provided IT strategy and advisory services to Healthcare clients regarding systems architecture, performance, and software development processes resulting in repeat engagements consistently.

## Director of Software Engineering, BCBSA, Chicago, IL 2003 – 2006

In this role, I was accountable for all aspects of application architecture and development for the Inter-Plan Programs. I actively collaborate with business users through IT project planning, requirements workshops, design and implementation of IT projects supporting Inter-Plan programs. Key accomplishments:

- Successfully managed the in-source transition of Blues-wide Provider Data Warehouse, resulting in cost-savings of over \$1.5M for the Association. Improved accuracy of provider data from 85% to 96% within the first 6 months of operations.
- Managed performance-engineering efforts with product vendors as the performance architect for BlueExchange – the B2B exchange for HIPAA transactions for all Blues. This effort resulted in beating the performance SLA of the system (90% expected versus 99% actual for transactions processed under 5 seconds).
- Directed the architecture specification and Release 1 delivery of BlueSquared – the realtime Message processing system for the Blue Card program

## PRIOR EXPERIENCE

- Lead Consultant, Viant Corporation, Boston, MA 1999 – 2003
- Sr. Software Engineer, Thomson & Thomson, North Quincy, MA 1998 – 1999
- Software Engineer, Network Solutions Inc., Herndon, VA 1996 – 1997

## EDUCATION

- Presently pursuing certification in Data Science from International School of Engineering (INSOFE) Bangalore
- M.S. Computer Science, George Mason University, Fairfax, VA June 1996
- B.E. Telecommunications Engineering, Bangalore University, Bangalore, India August 1993