

MAYANK SHARMA

ENTREPRENEUR AND PRODUCTS GUY

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Profile

Technologists and a self starter, passionate about consumer applications. I can take a product idea and architect it, build it and manage both the usability and back end infrastructure to support it. I can also develop a business case for the product and talk to and sell to potential customers.

Skills

Product Management

I am quite passionate about developing products. I can do end to end product management right from gathering requirements, to architecting the product, developing, delivering and servicing it to end customers.

Coder

I enjoy coding and love solving problems in different languages.

Problem Solver

Be it a business problem or a tricky memory leak, I pride myself in systematically analyzing and solving any given problem.

Technologies

Ruby on Rails

C/C++

HTML5

Python

Linux Kernel Hacking

Windows XP/Vista

Javascript

Embedded Programming

Linux

Experience

ONZE Technologies Pvt. Ltd.

Oct 2010-Til Date

Co-Founder and Director of Engineering

ONZE's flagship product Latlong provides direction on SMS. It solves multiple challenges such as (a) providing directions which are india specific, (b) packaging it in just the right way for consuming on SMS and (c) Unambiguously determining user intent inspite of spelling mistakes.

In it's initial form Latlong was a C++ application daemon. Multiple such daemons were being run and incoming SMS requests were handled by a self designed queue and multiplexed to available daemon. I designed a **new architecture** using nginx, beanstalkd and Ruby on Rails as frontend and converting C++ daemon to a ruby native library. The new architecture drastically increased the service uptime and reduced the flakiness of the system.

I also developed a **SaaS solution for Latlong's business customer** using which they could track how end consumers are using our platform for locating their nearest stores. They could also use this platform as a Route Guide to their customers.

I introduced and developed a concept called **Latlong 360** using which business customers could not only use our service on SMS, but also as a Website plugin (Online Store Locator), Facebook widget (Facebook Store Locator) and a branded mobile application for locating nearest store.

Developed a location aware form called **GeoForm**, which could use HTML5 browser location or GeoIP to determine users location and reduce ambiguity in providing location in online lead generation forms.

Spearheaded ONZE's request to **TRAI (Indian Government)** in granting Latlong exemption from the draconian NCPR guidelines against unsolicited SMS. This required constant followup with the TRAI advisor and meeting the government officials atleast 3 times in a span of 4 months.

Various Startups

Oct 2009 - Sep 2010

Solo Entrepreneur

During this phase I experimented with a lot of SMS based solutions which could enhance a consumer experience. Each one of these ideas was created as working MVP. I also signed couple of business customers for pilot. I wore both the Tech hat as well as the business hat in these ventures.

- <http://www.smstweet.in> - Tweet your status by a single SMS to a non-premium mobile number. I created this application on Google app engine and using Smsgupshup to host the virtual number.
- <http://www.mcoupons.in> - A convenient way to carry any discount coupon or a gift voucher securely on your mobile phone. Redeem it partially or re-gift to someone else.
- <http://www.mloyalty.in> - Replacing card based loyalty programs to a very simple, no nonsense and flexible mobile

loyalty system. Convenient to both businesses as well as consumers.

- <http://www.revu.in> - Allows a business to let its customer share their experiences with a simple SMS. The SMS could directly update the users Twitter/Facebook status and help the business get a word of mouth buzz on social media.

Zebu Consulting Pvt. Ltd.

Apr 2009 - Sep 2009

Partner and Lead Engineer

Zebu was started on the lines of Small Giants where we would work on stuff that we enjoy the most. This marked my switch from Embedded systems to Consumer (web) applications.

We created Dog-Earz <http://dog-earz.com> to create content rich newsletters in under 30 minutes. A single application where you could discover new content/news, Shape it the way you want to, Share it with your contact list and analyze what your audience is reading.

I also hacked with Twitter API, storing tweets with links and determining trending news around your circle of influence. Experimented with something called Twitter Rank on the same lines as Google Page Rank to establish the popularity of a Twitter User

SiRF Technologies Pvt. Ltd.

Jan 2006 - Mar 2009

Staff Engineer

SiRF acquired Impulsoft in Dec 2005 to add Bluetooth to their portfolio. SiRF was a market leader in providing GPS chips and was developing a single chip solution for GPS and Bluetooth.

Impulsoft Technologies Pvt. Ltd.

Sep 2002 - Dec 2005

Tech Lead

My first brush with startup culture where I got to learn about programming and entrepreneurship the most. We ported Linux kernel on multiple embedded hardware that we designed. We ran our bluetooth stack iBTStack on various devices with varying memory and CPU restrictions. We were market leader in providing an efficient bluetooth stereo solution. Most of the early bluetooth headset were either designed by us, or were running our bluetooth stack on them.

- Hacking Linux kernel and porting it to an ARM based device
- Creating Board Support Package (BSP) for these new devices.
- Familiarity with Bluetooth Protocol and participating in spec'ing couple of profiles
- Running complete bluetooth stack on an embedded device with no OS
- Developing rudimentary UI application on Linux as well as Windows mobile phone to display capabilities of iBTStack and Stereo application
- Fixing bugs in a hybrid usecase. The craziest being a Windows mobile phone streaming compressed music to a bluetooth stereo headset running at a clock frequency different from the other.
- Working with teams across geographies. Israel, Japan, Korea and Taiwan for example.
- Developed an uncanny habit of finding and fixing strangest of bugs.

Mindtree Consulting

Sep 2000 - Aug 2002

Senior Software Engineer

I started my career at Mindtree working on Voice over IP and Telecom protocols. GMCP and SIP were still in the RFC stage when we developed a Voice over IP application merging both these protocols. On 3G side, I worked on RRC layer for a client which later got acquired by Cisco.

- Learnt Java and Design Patterns by Group of Four.
- Demonstrated ownership by developing an automated unit testing framework in Perl on which most of RRC commands could be tested in a jiffy.

Education

Indian Institute of Technology - Delhi
Computer Science & Engineering — **7.43 CGPA**

Kendriya Vidhyalaya, Uppal - Hyderabad
Higher Secondary School — **97%**

Kendriya Vidhyalaya, Uppal - Hyderabad
Secondary School — **97%**

Achievements

- Secured 134 Rank in IIT JEE 1996
- Participated in State level Physics Olympiad
- Awarded best incoming fresher at Kumaon Hostel, IITD
- Awarded Spot Award in Mindtree for creating an innovative solution for testing and reducing many man-weeks to couple of hours.
- Featured in City & Citizen section of Times of India for "Helping you find your way through SMS"

Hobbies & Interests

- Sharing opinions and knowledge on blog. <http://mayanks.me>.
- Consulting friends and others running startups in an informal way.
- Reading and following Technologies and Startups.
- Traveling, Watching Plays and Movies.
- Most recently, helping my wife publish her e-book on Kindle.

Personal Information

Date of Birth

13th Jun 1978

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