

Nitin Ahuja

Summary

Hands-on engineering leader with proven record of leading design and development of scalable, reliable, web-scale, mobile and distributed applications.

- Extensive knowledge of product and software development lifecycle, practicing agile development methodology.
- Experience in program and project management, strong team building and leadership skills, hired and worked with outsourced teams.
- Experience with building roadmaps, setting product and technology strategy and performing technical due-diligence.
- Worked extensively with LAMP stack, AWS, Docker, iOS app development, web services, NoSQL/MongoDB, MySQL, ETL, R/Machine Learning, PHP, Python, Javascript, Apache Spark, RESTful APIs, Node.js, .NET/C#, Java, analytics, video streaming and encoding, VoIP, offshore development, two-sided marketplaces, A/B testing.

Work Experience

Aug 2016 – Present Vendini.com San Francisco, CA

Sr. Director Engineering

- Vendini provides a platform for ticketing for venues/stadiums, festivals and live events and processes about \$1 billion in yearly transactions.
- Built a series consumer facing sites to allow Vendini to sell tickets via a marketplace. Increased mobile conversion rates by 100% and organic search ranking significantly using structured data.
- Built a data warehouse using PostgreSQL and AWS DMS. Improved reporting consistency and response time by over 50%.
- Managing a team of API developers to provide API interfaces for all Vendini applications including payment transactions, event management, sign-on, marketing and transactional email and partner API.

Roadmap/product planning, sprint planning, PHP with Laravel, Sphinx, Docker, AWS DMS for ETL, PostgreSQL, R, October CMS, Nodejs/Express/MongoDB.

Mar 2014 – Aug 2016 Zerve Inc San Francisco, CA

VP Engineering

- Zerve provides a platform for managing tour operations. This includes all transaction processing, inventory management, customer service, reporting and marketing tools for operators.
- Deployed an iOS booking management and point of sale app for tour operators. Increased revenue by 20%.
- Improved review submission rates by over 50% and photo submission rates by 250% using a series of A/B tests to improve flow.
- Building grammar and workflow for key phrase extraction from consumer text reviews using NLP.
- Managing and growing a team of 15 software developers, QA and DevOps. Grew the team 30% in the past year.
- Improved performance and scalability across the site and cut down page load times by over 50%

sitewide. Conducted A/B tests and improved conversion rates.

- Built widgets for content syndication and developed an affiliate program; built REST based reseller APIs to distribute real-time inventory.
- Automated regression tests using Selenium Webdriver and TestNG. Covered over 50% of test cases in three months.

Roadmap/product planning, sprint planning, requirements and use case analysis, analytics, R – Jira/Greenhopper PHP, GO, Python/NLTK.

Dec 2008 – Mar 2014 SmartShoot Inc

San Francisco, CA

VP Engineering

- Built a milestone based payment system that collects payments and pays out upon milestones being achieved.
- Built a cost based rating and scoring system that better matches jobs to more productive filmmakers and photographers. Used R for modeling and correlation with over 10 variables.
- Grew and managed a team of 40 across two locations.
- Built a marketplace platform that matches filmmakers and photographers with clients – allows bidding and selection process. Increased conversions to over 30%
- Integrated with Salesforce. Added analytics tracking with MongoDB and background processing via beanstalkd.
- Reduced operations costs by consolidating vendors and tools. Added cloud storage to handle growth. Built a storage workflow to handle terabytes of image and video files. Currently stores over 50 TB.
- Implemented API's for order processing, search and distribution via Youtube, Tubemogul, Brightcove, Google local, Google earth and Ooyala.
- Built a Facebook application for integration with Facebook Pages.

Roadmap planning, Saas integration with Aria billing, Ooyala, Salesforce, Amazon SQS, Twilio, MongoDB

Apr 2008 – Nov 2008 TheStorebook Inc

Sunnyvale, CA

Director Engineering

- Built a Zend Framework/PHP/MySQL based platform for local businesses to advertise coupons and deals on the Internet and via email. Application allows multiple means of user interaction including the web, phone, email and SMS.
- Built a VoiceXML based phone system for customers to interact with system to allow them to create promotional messages and coupons on demand.
- Built a Facebook application (dealr) to distribute advertising.
- Built an Android application to engage and geo-target consumers.

Technologies used: Zend Framework, MySQL, PHP, VoiceXML, Voxeo Prophecy, Cakemail.

March 2005 – March 2008 YP.com

San Francisco, CA

Lead Engineer

- Developed a SIP based B2BUA and HMP based media server. Migrated voice application platform to a VoIP based system from an ISDN system. The system contributed over \$100mm a year to the revenue.
- Migrated 10 million minutes of traffic a month to the new system.
- Developed a high-performance phone number management system to provision and clean phone

numbers for pay-per-call advertising. System managed over 100k phone numbers used for advertising.

Technologies used: Resiprocate SIP stack, Intel HMP, Acme Packet SBC, Asterisk, MS SQL Server, .NET 2.0 Framework.

Mar 2000 – Mar 2005 Ingenio Inc. (acquired by YP.com) San Francisco, CA

Senior Engineer – Telecom

- Built a call-processing system with IVRs and switches that provided a click-to-call app with integrated credit card processing and tracking.
- Implemented fraud prevention controls and collection of user tracking information.
- Built a real-time customizable system to handle over 400 partner specific phone flows.
- Developed a solution to handle reminders and callbacks – this feature led to a 25% increase in revenue.

Technologies used: C#, C++, Dialogic CTI, MS SQL Server, .NET Framework

1995 – Mar 2000 ABNAR-Telsoft Inc. Burlingame, CA

Senior Engineer

- Built a series of telecom applications, worked with Sprint Labs to build VoIP systems.

Technologies used: C++, Cisco Phone switches, INET Spectra.

Patents

No	Title
11752267	Methods and apparatuses for delivery of advice to mobile/wireless devices
20050251445	Method and apparatus to allocate and recycle telephone numbers in a call-tracking system
7428497	Methods and apparatuses for pay-per-call advertising in mobile/wireless applications
20070230671	Methods and apparatuses to track information via passing information during telephonic call process.

Education

Pune University, Pune India.

Bachelor of Engineering, Computer Science 1994

Professional Courses:

Businesses negotiation – UC Berkeley
Management and Leadership – UC Berkeley
Statistics – UC Berkeley
VoiceXML and Nuance Speech Recognition
INET SPECTRA (SS7 & ISDN)