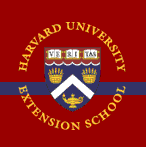
**Sree Vattikuti, MBA, Certified Scrum Master** 

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**EXECUTIVE IT MANAGEMENT PROFESSIONAL**

**Project Management | Product Development | Strategy Planning | Healthcare** **IT | Marketing Technology**

An enterprising leader and Project Management professional with over 20 years of leadership driven experience in a multicultural environment in the Health Care IT and Digital Marketing domain. Strategic change driver with diverse expertise and a legacy of delivering high impact programs and projects producing outstanding business results. C-Level team player and influencer with capability and personality to enable effective communication to set up business technology strategy toward full alignment with corporate strategy. A recognized people manager with proven expertise in solutions/ integration, implementation, product planning and development & team building and coordination. Holds a track record of success in realizing business benefits by controlling, tracking and implementing project delivery within timelines & budget without sacrificing quality.

***Added Skills:***

* IT Project Management
* Strategy Planning
* Product Development
* Client Services Engineering
* Process Management
* Performance Management
* Relationship Management
* Liaison/ Coordination
* Risk Management
* Resource Optimization
* Management Reporting
* Training & Mentoring

**EDUCATION / CERTIFICATIONS**

* Harvard University - Leadership Communication 2017
* Certified Scrum Master (CSM) – 2013
* Master of Business Administration (MBA), Pennsylvania – 2002
* Bachelor’s Degree in Electronics & Computers – 1995

**PROFESSIONAL EXPERIENCE**

**Mar 2017 – Oct 2018: RWALTZ Inc., (Software Development Company) as Director of Information Technology**

***Key Deliverables:***

* Delivered Technology projects worth USD $ 5M and facilitated application support in a highly matrixed and complex environment by optimizing resources within the scope, service level and budget frames to achieve on time project delivery
* Provided enterprise/product and project governance as required and transitioned architectures for program of work ensuring alignment with the business or IT strategy/vision
* Improved the quality and processes of the projects by 35% through offering thought leadership in overall project management, implementing strategic measures, resources deployment & utilization and risk identification & mitigation
* Led a team of 18 and defined long and short-term strategic vision and spearheaded the setup of project plans and assigned project resources in order to ensure the effective on-time completion of major technology initiatives
* Performed a wide range of people management functions from recruiting through on-boarding, goal setting, performance appraisal, training, competency building, resource utilization & capacity planning, and knowledge transfer

***Prominent Projects:***

* **Blockchain:**
  + Developed Enterprise-grade Blockchain Applications as Proof of concept leveraging Blockchain Technologies in business functions like import/exports, clearing & forwarding, provenance, tracking etc. for Supply Chain Management Client.
  + Blockchain Health care iPad app as another PoC to diagnose patients beyond barriers/limitations (Regions, Type, and individual practitioners
  + Blockchain Infrastructure - Hyperledger Fabric, Composer, Playground, GoLang Chain-code, Visual Studio Code IDE, Javascript, Rest API, Yeoman, NPM Client Libraries, Docker container, JSON, Microsoft Azure, Truffle.
* **Custom ERP and Artificial Intelligence:**
  + Successfully strategized and executed ERP Functions, including Manufacturing, CRM, HR, BI, Order using Java Technologies.
  + Trained and tested the Sales & Marketing Research data by utilizing AI, Deep Learning using Tensorflow and MatplotLib plotting libraries
  + Drove efficient customer segmentation through Data Science and Machine Learning with K-Means Clustering on R
* **BigData: AT&T Mobility** 
  + Sports Analytics Research Kit – Built Data Patterns of Sports/ Music Concerts fans/audience segments using AT&T’s HDFS data sets.
    - Efficaciously utilized various Modules, including Team Analytics, Stadium Analytics, Audience Demographic split, Location Heat Maps, Social Media analysis and Cross event audience analysis and delivered
  + Developed Wire frames and sample visuals to fit in AT&T branding guardrails. Created Data model & detailed design document with appropriate architecture diagrams using Lucid Charts. Developed a preprocessor to parse the Hadoop distributed data sets and prepared fact Hive tables
  + Built Pig, Map Reduce and HiveQL scripts and processes to consolidate AT&T datasets & 3rd Party Pitney Bowes datasets for the analytics. Drove Data visualization using Tableau on aggregated PostgreSQL data and Oozie for Workflow

**Oct 2014 – 2017 Jan: ROLLINS, INC. as Director, Marketing Technology**

***Key Deliverables:***

* Recruited, led & mentored a team of Engineers/ project managers and Vendor management
* Lead Development of an international franchise platform which reduced implementation time from 3 months to 5 min per client
* Managed multiple websites and brands, landing pages, Leads integration and marketing collateral, lead development of Ipad App for sales resources and improved new customer integration time from weeks to hours as the technical strategist for Rollins’ worldwide divisional marketing platform
* Hold credentials in driving change by coordinating and working closely with the Top Line Executives and presenting solutions by capturing sales data with less than 1% sales force effort resulting in proposed top dollar ROI for lead conversion
* Increased the project delivery frame by 60% by proposing and executing resource optimization
* Instrumentally evaluated Salesforce.com to replace our homegrown CRM system and delivered effective leadership on latest trends in Marketing Technology.
* Responsible for research and implementation of improvements using Gartner, Forrestor, Martech and digital Conferences and/or memberships.
* Managed entire end to end activities pertaining to resource planning, contract/vendor negotiations & Budgeting for People, AWS, Azure, Microsoft, service vendors, offshore team, etc.
* Reduced significant dollars on software spend thru evaluation, alignment and adjustment which delivered 60 % more in fixed annual IT budget
* Introduced and implemented Agile Methodology (Version One) by creating cross functional collaboration and visibility platform as well as building impact driven roadmap leading to weighted project prioritization to increase in revenue, budget consolidation, customer satisfaction, etc.
* Strategized gatekeeping solutions for fiscal marketing strategy goals statistics of multichannel marketing programs, metrics for child campaigns rollup into key programs, ownership assignments, marketing calendar, campaign performance evaluation, weighted assignment of budget & resources(inhouse/vendor time),
* PoC using NLQ for management metrics dashboard (CEO can ask app at his fingertip for realtime sales metrics avoiding layers of information transmission)
* Key Technologies: .NET,Restful Api, AWS,Azure,Sitecore,Wordpress,Native ios and Android apps, versionOne(Agile tool)

**Nov 2009 – Oct 2014: Yesmail / Info Group as Director, Product Development & PreSales Engineering**

***Key Deliverables:***

* Successfully directed Yesmail Central Product Development team in meeting key Roadmap Priorities for Product & Client Rollouts.
* Managed Onshore & Offshore Developers team, including Business Analyst, Team Leads, Scrum Master to meet team roadmap items.
* Directed High Level Solution Architecture & Design to ensure all products delivered meet client & product team expectations. Key liaison between Business, Clients & Technology teams to translate high level client stories into meaningful technology initiatives within budget/ resources
* Introduced Agile Methodology (Jira), Big Data Analytics and Data Processing initiatives.
* Developed strategy for implementation/Enhancement of Internal Apps to upsell Digital marketing features to our clients (eg: Using Mahout to predict conversion based on profile).
* Strategized cross channel marketing programs Key Digital marketing solutions included Email marketing, customer segmentation, targeting, customer engagement,
* Spearheaded YMC DMP integrated solution for improved ad-retargeting across channels/ devices in a privacy complaint manner plus enhancing existing profile by importing multichannel engagement resulting in enriched profile. Additionally, extended profiling solution using Mahout to identify and acquire look-alike new customers.
* Minimized scope creep thru automation and process definition/improvement.
* Understanding, collaborating & defining place holders resulted in improved customer and employee satisfaction, enhanced ROI & solution deliverable speed
* One-click Automation - On boarding new client’s implementation reducing 2-4 months’ process to 5 Minutes.
* Key Technologies: Oracle, SQL, Java, CSS, HTML5, Unix, UX, Api, JSON ,Jira

**Oct 2001 –Sep 2009: ACS – ILLINOIS HEALTH CARE (PA) as Senior Manager**

***Key Deliverables:***

* Spearheaded $5M project bid as first person slowly building team and technology from startup.
* Ongoing management of information security policies, procedures, and technical systems in order to maintain the confidentiality, integrity, and availability of all organizational healthcare information systems
* Maintained the HIPAA medical privacy and information security compliance programs and accomplished significant Healthcare project and successfully realigned client, team and management expectations.
* Led team in gathering and defining business requirements to improve business processes and translate the requirements into systems solution for a major Healthcare project
* Built solutions to automate CMS and JCAHO reporting, overwriting discrepancies in Clinical and Administrative diagnostic codes per business rules.
* Managed client communications to define engagement models along with project development and estimates. Adroitly delivered decision support to business heads on various technical and people related matters
* Key Technologies: Oracle ,PL/Sql ,SQL, Forms, Pro\*C, MS Project

**PAST EXPERIENCE**

**1999 – 2001: BeFree Inc. as Software Engineer Lead / Analyst**

***Key Deliverables:***

Affiliate Marketing, Pixel tracking ( view, click, conversion metrics) , Attribution reports

**1998 – 1999: Everest consulting Inc. as Consultant, Programmer/Analyst**

**1995 – 1997: CBSInc. (AKA Covansys – Now CSE) as Systems Analyst**

**TECHNICAL SKILLS**

|  |  |
| --- | --- |
| Technologies | BigData & Hadoop, Machine Learning, Aritificial Intelligence, Blockchain, Mobility, J2EE, MVC, IBM Mainframe, Web Methodologies, Client Server Applications. |
| Languages | C, C++, Java, Pig Script, Python, HiveQL, R, Pro\*C, PL/SQL,COBOL, |
| Server/ ERP | Oracle Apps, Oracle Application Server |
| Operating Systems/Database | Linux; Ubuntu; MVS; UNIX (Sun Solaris, HP, AIX); Windows; IBM Mainframe, macOS, Oracle 7.x/8.x/8i/9i/10g; MS SQL Server; MySQL; DB2, PostgreSQL; IBM Informix; MS Access |
| Tools/Libraries | Hadoop, PyCharm, Tensorflow, RStudio, Tableau, Visual Studio Code, Lucid Charts, Visio, Eclipse, SQL\*PLUS, SQL\*Loader, Oracle Reports; SQL Navigator, Toad; UML; CICS; Informatica; Crystal Reports, WebDB/Portal; Business Objects, Cognos, Ab Initio and Informatica; J-Builder, Restful Apis, XML/JSON |
| Solutions keywords | CMS,DAM, Omnichannel, multichannel, ABM, Cx, unified customer journey, DMP, SCV, DSP, TMS, GA, Keyword bidding, SEO, SEM, organic search, segmentation, targeting, retargeting, personalization,, data aggregation/ cleansing/ hygiene/ deduplication/ augmentation/ prioritization, A/B testing, multivariate testing, customer centric, Multichannel, profiling, 1st,2nd, 3rd source data integration/management, Martech Landscape, Gartner hype cycle, Data Analytics, MA, MRM, CRM, |