

Srini Bala

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Desired Position - Product Manager

Passionate about creating enduring, beloved, elegant products to solve real customer problems, delivering measurable outcomes for customers and revenue for the company. My software development experience in leading and collaborating with cross-functional teams, combined with customer-facing experience as a Solutions Architecture/Sales Engineer, enables me to understand the market and identify gaps. The [Kellogg Professional Certificate in Product Management](#), obtained in 2024, has provided a solid framework for me to succeed as a Product Manager.

Work Experience

Started as **Software Engineer** developing system software and leading teams working with product management closely to deliver successful Enterprise Switching and Routing products. I moved into customer facing **Solutions Architect** and a **Sales Engineer** role, delivering end to end solutions for enterprise customers and growing revenue. I transitioned to a **Cloud Architect** helping large enterprises modernize and migrate their applications and infrastructure to the cloud.

Datadog - Cloud Architect 2023 - Now

- Working with Global System Integrators (GSI) to grow Datadog's footprint in the market (on-boarded 10 GSIs).
- Creating Growth and Goto Market Plan strategy for GSI partner focused on AIOps and LLM observability solutions.
- Creating Strategic growth plan for new Partners on-boarding at scale

Amazon Web Services - Sr Container Specialist & Sr TAM 2021 - 2023

- Established AWS as the preferred cloud vendor for a Health Care Customer (65M Revenue).
- Product Ambassador for AWS Proton, helped shape and prioritize features and roadmap (Blogs: [Cost Tracking](#), [Building IDP](#)).
- Helped AWS Partners adopt AWS container solutions while contributing to Kubernetes Product Features.
- Conducted market analysis of public sector customers, identifying key growth opportunities for AWS container services.

Oracle Cloud - Sr Application Modernization Specialist 2019 - 2021

- Led a team of Solutions Architects focused on Oracle's top 250 Strategic customers.
- Grew Oracle Cloud Native footprint (Kubernetes and Application Workloads) in top 30 accounts by more than double.
- Led a Product Management Interlock to providing market feedback, prioritize features and roadmaps.

Alcatel- Lucent Enterprise - Sales Engineer | Solutions Architect 2011 - 2019

- Attained over 100% quota for the 4 of the 5 years and grew revenue by 8 million (over 4 years).
- Contributed to Product Requirements Document for Network Management Suite of products.
- Created a Cross-functional steering group with Support, Product, Sales and Engineering to Improve Products.

Alcatel-Lucent/Nokia - Software Team Lead 2007 - 2011

- Developed Networking Switching Fabric software for Data Center core router.
- Contributed and Led software development teams providing Architecture guidance and delivering multiple product lines.
- Established a communication channel between Engineering, Sales, and Product Management to clarify product feature prioritization, securing team buy-in.

Various Startup + Future Software - Sr Software Engineer 1996 - 2007

- Worked in various Startups (Vivace Networks, ClearMesh, Strix) implementing Device Driver to Protocol Stack.
- Led a team and delivered a Networking Protocols stack from scratch while trained the team on development lifecycle.
- Successfully Delivered Protocol Stack integration with multiple customers (Samsung, NEC etc.).

Education & Skills

Education: Bachelor of Compute Science

Professional Skills

- Outcome focused and Data driven, Ability to Deep Dive while looking at the bigger picture.
- Ability to work with Cross functional teams to move things forward and deliver measurable results.

Technical Skills

- Prod Management: Writing PRDs, PRFAQ, Business Case and Competitive Analysis
- PM tools: Miro, Google Analytics, Balsamiq etc.,
- Networking: Routing/Switching, Data Center, Virtualization, Design, System Architecture.
- Cloud: OCI & AWS Certified, Datadog, Infrastructure as Code, Observability, DevOps/DevSecOps.
- Programming Languages: C, C++ and Python.