PEENAK INAMDAR

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# SUMMARY

Software engineering director who can help your teams scale complex requirements to straightforward solutions.

# EXPERIENCE

## Senior Director of Engineering, The Muse, October 2018 – July 2022

Responsibilities:

* Managed an engineering team of 16 with five direct reports, including multiple managers.
* Defined the technical strategy, team structure, and staffing to execute the product strategy.
* Rebuilt the team’s agile processes in partnership with the product management team.
* Accountable for recruiting and hiring new openings in the engineering team.

Achievements:

* Rearchitected the .com site to a set of stateless web services (Next.js) powered by RESTful APIs (python and CraftCMS) from a Tornado-based monolithic application.
  + Migrated the application initially designed for Heroku to a distributed application hosted in AWS.
  + Reduced monthly AWS spend from $20k to $12k
* Directed rebuilding the client portal from a homegrown application framework to Django.
* Partnered with our head of product to realign the application efforts into three teams focused on growth, job marketplace mechanics, and client tools.
* Over that time, we were able to:
  + Implement an experimentation strategy.
  + Increase readership to a company high of over 7 million monthly unique visitors from slightly over 5 million.
  + Saw a 90% growth in job applications by improving the site SEO and user conversion rates.
  + Launched a new onboarding tool and portal for clients, reducing client onboarding time by 60% while supporting account management retention objectives of over 90%.

## Associate Director, Technology Management, Ogilvy, Inc, August 2017 – Oct 2018

* Led technology teams on campaign-based projects by working closely with creative leads and campaign producers to ensure successfully integrated and delivered projects.
* Directed 2-4 concurrent projects with teams of 2-5 technologists.

Clients included: IBM (https://www.ibm.com), Lupus Foundation (<http://befiercetakecontrol.org/>), FEMA, and USAID.

## Sr. Engineering Manager, Monetization, SoundCloud, May 2017 - July 2017

* Supported the NYC engineering team's wind-down and hand-off of all active development to Berlin.
* Led the Payments and Subscriptions team focused on the user acquisition funnel and user features on our mobile platforms, iOS and Android. Managed a group of 5 mobile engineers.
* Worked with product leads to organize and build a 3-month roadmap and identify and implement team process improvements, including surfacing and scheduling technical debt.

## Engineering Manager - Pattern, Etsy, January 2017 - May 2017

* Partnered with product managers, designers, and engineers to prioritize, plan, staff, and schedule work.
* Co-managed a team of 11 full-stack developers with three direct reports.
* Led an initiative with the creative, product, and marketing leads to migrate specs to utilize more user-centric practices such as user stories.

## Director of Engineering, Huge, Inc, August 2011 – January 2017

* Directed technology teams on client engagements by working closely with other leads to ensure successfully integrated and delivered projects. I served as the primary technical contact point for clients.
* Identified and managed third-party vendor relationships when designing software solutions.
* Achievements included developing a new engineer skills matrix for ongoing career development and goal setting, managing a new technologies lab, and creating a software architecture training course.
* Managed and mentored 20+ engineers across several disciplines, including client-side development (web and mobile), server-side development, DevOps, and quality assurance roles.

Clients included: Walmart (<https://careers.walmart.com/>), Google ([https://blog.google](https://www.blog.google) and <https://www.thinkwithgoogle.com>), and Royal Caribbean (<http://www.royalcaribbean.com>).   
Additional information is available upon request.

## Solutions Architect, Wireless Generation, January 2009 – July 2011

* Software architect and technology subject matter expert (SME) for consultative engagements at a K-12 software and solutions firm.

## Software Architect, McGraw-Hill Education, June 2004 – September 2008

* Architect for a suite of K-12 reporting products for The Grow Network business unit, which supported state-level educational assessment student reporting.

## Software Developer, TradeCard, Inc., May 2001 – May 2004

* Worked as a developer on a web-based financial supply chain management application.

## Software Developer, Quidnunc, Ltd., June 2000 – April 2001

* Worked as a developer on various client projects for a London-based software consultancy.

# EDUCATION

B.S. Computer Science, University of Rochester, received May 2000 with honors. Dean's List. Concentrations in Systems and AI. Additional coursework in Economics and Studio Arts (photography).

# PAPERS AND PRESENTATIONS

* [Introduction to Programming Robots with Huge](http://creativemornings.com/talks/qM-owtNgBeD5pAnczkXnlw==), Creative Mornings, New York, NY, October 16th, 2015.
* [Introduction to Programming Robots](http://panelpicker.sxsw.com/vote/40205), SXSW Interactive Festival 2015, Austin, TX, ([workshop accepted](http://panelpicker.sxsw.com/vote/40205)).